

## Firasat Jabeen

Room # 18  
Faculty Block  
Forman Christian College University  
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54600

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Town, Lahore  
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0312-4914630

### EDUCATION

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PhD (Fulbright)	Rhetorics, Communication, and Information Design Clemson University, USA, 2019 Dissertation Title: "The Rhetoric of neo-Orientalism: The Perpetuation of Ideological Entanglements for Pakistan." (Passed with distinction)
MPhil	Communication Studies University of the Punjab, Pakistan, 2010
MA	Mass Communication Lahore College for Women University, Pakistan, 2005 Distinction (Ranked 2 <sup>nd</sup> in graduating class)
BA	Mass Communication, Psychology Lahore College for Women University, Pakistan, 2003

### EMPLOYMENT

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Assistant Professor	Department of Mass Communication, Forman Christian College, Lahore (2011 to date)
Lecturer	Department of Mass Communication, Forman Christian College, Lahore (2009 to 2011)
Lecturer	Department of Communication Studies, University of Sargodha, Sargodha (2006 to 2009)

### PUBLICATIONS

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#### Published Articles

- 2020 Abbas, Saleem. **Firasat Jabeen**, & Muhammad Askari. "Normative Model of New Woman: A Discourse of Ten Female Protagonists of Urdu TV Drama Serials (2010-2019)." *Pakistan Journal of Gender Studies*, Vol. 20, No. 2, 2020. pp. 123-138.
- 2019 Frank, Daniel, **Firasat Jabeen**, Eda Ozyesilpinar, Joshua Wood, and Nathan Riggs. "Collaboration and/against Copyright: Notes Home from the Information Technology Revolution's Battlefield." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. Vol. 24, No. 1, 2019.
- 2019 **Jabeen, Firasat**. "The Perpetuation of Colonial Legacy: Uncovering Internal Orientalism in the Form of English Supremacy in Pakistan." *Journal of Multilingual and Multicultural Development*, Vol. 40, No. 10, 2019. <https://doi.org/10.1080/01434632.2019.1653303>
- 2013 **Jabeen, Firasat**. Sajjad Ahmed Paracha, Saleem Abbas, Akram Soomro. "Cyber Media Cartoons Controversies and the Use of different Journalistic Strategies in Countering 'Othering'." *IUB Journal of Social Sciences and Humanities*, Vol. 11, No. 1, 2013, pp. 95-109.
- 2011 Abbas, Saleem. **Firasat Jabeen**. "Peace Journalism and the role of media for Conflict Resolution in the perspective of Indo-Pak relations." *IUB Journal of Social Sciences and Humanities*, Vol. 9, No. 2, 2011, pp. 95-106.
- 2008 Qaiser, Saleem Abbas, **Firasat Jabeen**. "Portrayal of Women's Issues in PTV drama serials: An Overview." *Bodhi: An Interdisciplinary Journal*, Vol. 2, No. 1, 2008, pp. 211-218.

### Book Chapters

- 2020 Ozyesilpinar, Eda. **Firasat Jabeen**. "Through the Magic Glass of Sufism: Studying Orientalism in Sufism." *The Routledge Handbook of Comparative World Rhetorics*, edited by Keith Lloyd, Routledge, 2020, pp. 155-163.

### Conference Proceedings

- 2019 Jabeen, Firasat. "The Representation/Appropriation of Malala Yousafzai and Subaltern Issues." *The Writing Instructor: A Networked Journal and Digital Community for Writers and Teachers of Writing*. Carolina Rhetoric Conference, 2018.

### Project in Preparation and Publication

**(Journal Articles)**                      **Jabeen, Firasat.** Pandemic versus Infodemic: A Comparison of English and Urdu Press in Pakistan.

Abbas, Saleem. **Firasat Jabeen**, and Rachel Hasan.  
Perseverance, Resilience, and Determination: The account of Journalism and Communication Students in navigating ways of Learning in the COVID-19 milieu

## **GRANTS AND AWARDS**

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| 2018 | Graduate Travel Grant; Presenter at a National Conference, Clemson University Graduate Student Government<br>\$750                            |
| 2018 | Doctoral Dissertation Completion Award (2018-2019) Clemson University Graduate School \$2,950   |
| 2018 | Professional Enrichment Grant; Presenter at an International Conference Clemson University Graduate Student Government<br>\$750               |
| 2017 | Professional Enrichment Grant; Presenter at a National Conference Clemson University Graduate Student Government<br>\$750                     |
| 2014 | Fulbright PhD Program United States Educational Foundation in Pakistan (USEFP) \$ 250,000   |
| 2011 | International Summer School, Media Studies, University of Oslo, Norway<br>Norwegian Agency for Development Cooperation (NORAD)<br>NOK 23, 200 |
| 2005 | M. A. Raheem Silver Medal Award<br>Department of Mass Communication, Lahore College for Women University, Pakistan.<br>PKR 3,000              |

## **CONFERENCE PRESENTATIONS**

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| 2021 | <b>Jabeen, Firasat.</b> “Pandemic Versus Infodemic: A Comparison of English and Urdu Press in Pakistan.” International Association for Media and Communication Research. Online Conference. Jul. 11-15, 2021.                |
| 2021 | <b>Jabeen, Firasat.</b> “Stereotypical Perpetuations in a Popular Pakistani TV drama: The Revival of Conventionalism. ” International Association for Media and Communication Research. Online Conference. Jul. 11-15, 2021. |

- 2021 **Jabeen, Firasat.** “The Coverage of the pandemic in Pakistani English and Urdu newspapers.” Association of Media and Communication Academic Professionals. Rawalpindi, Pakistan. Feb. 17-18, 2021.
- 2020 **Jabeen, Firasat.** “Gendered Orientation, Representation, and its Repercussions of Pakistani Gendered Issues.” International Association for Media and Communication Research. Online Conference. Jul. 12-17, 2020.
- 2019 **Jabeen, Firasat.** “Performative Rhetorics/Performing Rhetorics for Social Justice.” Conference on College Composition and Communication. Pittsburgh, Pennsylvania. Mar. 13-16, 2019
- 2018 **Jabeen, Firasat.** “Rethinking Orientalism in the Appropriation of Malala Yousafzai.” International Association for Media and Communication Research. Eugene, Oregon. Jun. 20-24, 2018.
- 2018 **Jabeen, Firasat.** “The Rhetoric of Advertisements: The Mutation of Messages/Meanings.” Conference on College Composition and Communication. Kansas City, Missouri. Mar. 14-17, 2018.
- 2018 **Jabeen, Firasat.** “The Representation of Malala Yousafzai and Subaltern Issues.” Carolina Rhetoric Conference. Clemson University, South Carolina. Feb. 9-10, 2018.
- 2017 **Jabeen, Firasat.** “The Perpetuation of Orientalist Ideologies for the post September 11 Pakistan.” National Media Conference. AIOU, Islamabad, Pakistan. Dec. 22-23, 2017.
- 2017 **Jabeen, Firasat.** “Linguistic Inequalities: Violence in Pakistan.” National Communication Association. Dallas, Texas. Nov. 16-19, 2017.
- 2016 **Jabeen, Firasat.** “Tracing the Roots of Terrorism in the Colonial History of Pakistan.” North American Association of Islamic and Muslim Studies. Harvard University, Boston, Massachusetts. Oct. 8, 2016.
- 2016 **Jabeen, Firasat.** “Anglicization of Indigenous Rhetoric in Pakistan.” Rhetoric Society of America. Atlanta, Georgia. May 27-29, 2016.
- 2016 **Jabeen, Firasat.** “The Rhetoric of neo-Orientalism.” Research Network Forum (RNF), Conference for College Composition and Communication. Houston, Texas. Apr. 5-9, 2016.
- 2009 Abbas, Saleem., **Firasat Jabeen.** “Women Portrayal in the advertisements of mobile services on Pakistani TV channels.”

Conference on ‘Media in the fast changing World’ by Petra Christian University. Bali, Indonesia. May 7-9, 2009.

## **INVITED TALKS**

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- 2021 “Language Dilemma in Pakistan: The Current Situation and Resulting Disparities” an online talk at the department of National Highways and Motorway Police, Pakistan. Mar. 18, 2021.
- 2021 “Issues of Re/presentation: Repercussions and Applications in Pakistani Cultural Context” a talk at the doctoral spring school 2021 organized by Association of Media and Communication Academic Professionals, Fatima Jinnah Women University, Rawalpindi. Feb 25, 2021.
- 2021 “Reimagining Orientalism” a presentation at Association of Media and Communication Academic Professionals, Fatima Jinnah Women University, Rawalpindi. Feb 24, 2021.
- 2020 “Getting Yourself Published” a presentation at Association of Media and Communication Academic Professionals, University of the Punjab, Lahore. Mar 6, 2020.
- 2020 “Presenting/Publishing Your Research in Communications” a talk at the department of Mass Communication, Lahore College for Women University, Lahore. Jan 30, 2020.
- 2019 “The Difference of Academic Culture in US and Pakistan” a talk at the department of Mass Communication, The Islamia University of Bahawalpur, Pakistan. Dec 30, 2019.
- 2019 “How to Present/Publish Your Research” a talk for the doctoral students of Faculty of Media and Communication Studies at the University of Central Punjab, Lahore. Nov 7, 2019.
- 2015 “Fulbright PhD Experience in the US” a talk at the Fulbright Gateway Orientation, Miami Dade College, Miami, FL. Aug 20, 2015.

## **SERVICE TO THE PROFESSION**

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- President, Media, Culture, and Society Section of Association of Media and Communication Academics and Professionals (AMCAP), Jan 2021—to date
- Fulbright PhD Interview Panelist (2021)
- Member, Board of Studies, University of

Sargodha, Punjab, Pakistan

- External Examiner, Institute of Communication Studies, University of the Punjab, Lahore, September 2020—to date
- Member, Curriculum Development Committee Associate Degree (AD) Program, Punjab Higher Education Commission, Pakistan 2020—to date
- Radio Anchorperson, FM 93 – Radio Pakistan, 2007 Article writer, Daily The Nation, Pakistan, 2005-2006
- Editor, Weekly Edition “Eves,” published by *The Nation*, Pakistan, 2005-2006

### **SERVICE TO THE UNIVERSITY**

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- Member, Institutional Review Board for Office of Research, Innovation and Commercialization (ORIC), July 2021—to date
- Member, Search Committee for Writing and Communication Program, 2019—to date
- Member, Curriculum Designing Committee, MPhil Program, 2019- to date
- Department Coordinator for Library, Forman Christian College, 2019- to date
- President, Pakistan Cultural Association, Clemson University, 2016-2017
- General Secretary, Fulbright Clemson, Clemson University, 2016-2017
- Senator, Graduate Student Government, Clemson University, 2015-2016
- Member, Search Committee, Department of Geography, FCCU (2013-2014)
- In-Charge, Vasakh Film Festival, Forman Christian College, Pakistan 2011-2012
- Academic Advisor, Forman Christian College, Pakistan, 2009-2014
- Invigilator Competency Exams, Quality Enhancement Cell, FCCU (2009-2014)
- Paper setter / Examiner, Bahauddin Zakariya University, Multan (2006-2007)

### **TEACHING AREAS**

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Peace Journalism | Media Laws and Ethics in Pakistan | Mass Communication Theories | Media History in Pakistan | Research Methods in Communication | International Communication | Introduction to Communication Theories | Opinion Writing | Media, Culture, and Society

### **EXTRA TRAINING**

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Attended Fulbright Enrichment Seminar at “Democracy in Action” in Atlanta, Georgia (Feb 5-8, 2015)

Attended a course on Media Studies in International Summer School at University of Oslo, Norway (Jun.-Aug, 2011)

Attended a Television Training Program by Women Media Center, Pakistan (Feb. 24-28, 2011)  
Worked as conducting officer for an international conference on Media Studies, University of the Punjab, Lahore, Pakistan (March, 2010)  
Attended a workshop on Research Methodology by Higher Education Commission, Pakistan at University of Sargodha, Pakistan, (March, 2007)  
Attended a workshop on Faculty Development by Higher Education Commission, Pakistan at University of Sargodha, Pakistan, (May-June, 2007)  
Worked as conducting officer for a conference on 'Combating Corruption' organized by National Accountability Bureau, Pakistan, (Nov 2004)

## **PROFESSIONAL MEMBERSHIPS OR AFFILIATIONS**

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Association of Media and Communication Academic Professionals (2019-to date)  
International Association for Media and Communication Research (2018-2021)  
American Institute of Pakistan Studies (2017-2019)  
National Communication Association (2017-2018)  
Rhetoric Society of America (2016-2018)  
National Council of Teachers of English (2016-2017), (2018-2020)  
North American Association of Islamic and Muslim Studies (2016-2017)  
Interactive Resource Center, a nongovernmental organization, Pakistan (2012-2014)

## **TECHNOLOGICAL PROFICIENCIES**

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### **Content Management**

Blackboard  
Wordpress  
Google Sites  
Accademia  
Weebly  
Wix

### **Digital Media**

Adobe Photoshop  
Prezi  
iMovie  
Moviemaker  
Adobe Illustrator  
Adobe Premier  
Adobe Aftereffects  
Adobe Spark  
Adobe Behance  
Zoom  
WebEx

### **Design**

Apple Pages  
Keynote  
Camtasia  
Apple Numbers

## **LANGUAGES**

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Urdu (native); Punjabi (native); English (fluent); Seraiki (conversational); Hindi (conversational); Arabic (can read with dictionary)

## **REFERENCES**

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### **Cynthia Haynes**

Director of First Year Composition; Professor  
864-656-3040 | [texcyn@clemson.edu](mailto:texcyn@clemson.edu)

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806 Strode Tower  
Clemson University, USA  
Clemson, SC 29634

**Todd May**

Class of 1941 Memorial Professor  
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Department of Philosophy and Religion  
206 Hardin Hall  
Clemson University, USA  
Clemson, SC 29634

**Altaf Ullah Khan**

Professor & Dean of Humanities  
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