

# Curriculum Vitae

## 1. Personal Data

**Name:** Ayaz Ahmed Siddiqui

**Email:** [siddiqui.aayaz@gmail.com](mailto:siddiqui.aayaz@gmail.com)

**Website:** [www.ayazahmedsiddiqui.com](http://www.ayazahmedsiddiqui.com)

**Twitter:** @ayaz87

**Google Scholar:** <https://scholar.google.com/citations?user=EFHM7nQAAAAJ&hl=en&oi=sra>

## 2. Educational Background

**Field:** Mediatization, Contentious Politics, Movement-Media Interaction, Strategic Communications, Digital Marketing, Television Journalism, Content Analysis and Discourse Analysis

- A. DOCTOR OF PHILOSOPHY| SUPERVISOR DR. CHERIAN GEORGE | HONG KONG BAPTIST UNIVERSITY| HONG KONG — 2014-2021. **Dissertation title:** 'Container Politics in Pakistan Since 1988: Opposition Tactics in Response to Changing News Media Imperatives.' CGPA 3.21. **Research Area:** Contentious collective action, 24-hour news television, movement-media interaction, case study method, content analysis (news reports and bulletins) and social network analysis. **Notable Assignments:** Teaching assistant for two MA core courses - *Political Communication* and *International Journalism*. Guest lectured, assisted in preparation & grading assessment material. Assisted advisor who was theme chair for International Communication Association (ICA) Conference in 2016.
- B. MASTER OF ARTS JOURNALISM & MEDIA COMMUNICATIONS| UNIVERSITY OF HERTFORDSHIRE| UNITED KINGDOM – 2013. **Dissertation title:** 'Media as a catalyst for structural change in Pakistan. Supervised by Dr. Brilliant Mhlanga.' Grade: First class with distinction.
- C. BACHELOR OF BUSINESS MANAGEMENT| INSTITUTE OF BUSINESS MANAGEMENT| KARACHI — 2009. **Majors:** Advertising & Marketing Management.

## 3. Research Awards

- Fully funded three-year scholarship in the School of Communication at the Hong Kong Baptist University in 2014.
- Two month support to write a teaching case study on Daily Dawn, Pakistan's newspaper of records, through advisor's project 'ethical best practices among Asian news organisations' funded by University Grants Committee of Hong Kong in 2017.

## 4. Research Publications

### Journals

- Siddiqui, A. A. (2020). Aurat March , a threat to mainstream tribalism in Pakistan. *Interface: A journal for and about social movements*, 12(1), 64–71. Republished in *The Left Berlin*.
- Siddiqui, A. A. (2018). Doing journalism where public life is synonymous with violence. *Media Asia*, 45(1-2), 25-27.

### Conference Papers (presented in person)

- Pakistan's dual media system – presented at the International Media Conference Post-Truth Era: Trends in Media 2022. Karachi, Pakistan.
- 'Changing media reflexivity of political protests in Pakistan: comparison of sit-ins in 1992 & 2014' - presented at the 68<sup>th</sup> International Communication Association conference 2018. Prague, Czech Republic.
- Protests as sites of elite curations: the case of Pakistan general elections 2013 & Hong Kong Umbrella Movement 2014 - poster presentation at the International Communication Association conference 2016. Fukuoka, Japan.
- 'Social media electioneering in technologically challenged constituencies: how marginalised communities become part of a network society' - presented as on-going research at European Communication Research & Education Association (ECREA) Communication & Democracy section 2015. Copenhagen, Denmark.

## 5. Employment History

- ASSISTANT PROFESSOR| DEPARTMENT OF MEDIA – INSTITUTE OF BUSINESS MANAGEMENT| AUGUST 2022 - PRESENT | KARACHI, PAKISTAN.  
- Independently teach digital marketing, strategic communications, journalism and methods courses to graduate and undergraduate students. I also advise the department on curriculum development and academic affairs and am member of board of studies. I'm also department focal person for the upcoming Social Science Conference in Spring 2023.
- ASSISTANT PROFESSOR| DEPARTMENT OF MEDIA STUDIES – GREENWICH UNIVERSITY| OCTOBER 2021 - AUGUST 2022 | KARACHI, PAKISTAN.  
- Focal person for the International Media Conference Post-Truth Era: Trends in Media held in 2022. Independently taught journalism, media entrepreneurship and creative industry courses to graduate and undergraduate students. Served as secretary of Board of Advanced Studies & Research.
- VISITING LECTURER| COMM7280 COMMUNICATION TECHNOLOGY & MEDIA ORGANISATIONS| SCHOOL OF COMMUNICATION – HONG KONG BAPTIST UNIVERSITY| JAN-JUN 2018| HONG KONG, SAR.  
- Independently prepared and administered a course outline to graduate students.
- RESEARCH ASSOCIATE| ETHICAL BEST PRACTICES AMONG ASIAN NEWS ORGANISATIONS| SCHOOL OF COMMUNICATION – HONG KONG BAPTIST UNIVERSITY| SEP-OCT 2017 | HONG KONG, SAR.
  - - Participated in a project on ethical best practices among Asian news organisation which was funded by my advisor's UGC grant. As the Pakistan lead I researched and wrote a teaching case study on Daily Dawn which is the country's newspaper of records.
- SUBEDITOR CITY DESK| THE NEWS (JANG GROUP) | MAY - AUGUST 2014 | KARACHI, PAKISTAN.  
- Worked with beat reporters on every day beat stories. Reported several political & cultural events. Kindly visit <https://ayazahmedsiddiqui.com/category/portfolio/> for bylines.
- EDITORIAL INTERN| THE EASTERN EYE NEWSPAPER| MAY 2013- JUNE 2013| LONDON, UNITED KINGDOM. - Assisted editors of everyday beat stories. Reported several events. Kindly visit <https://ayazahmedsiddiqui.com/category/portfolio/> for bylines.
- MARKETING EXECUTIVE| AHMED E.H JAFFER FOUNDATION (THE HUB SCHOOL) | DECEMBER 2010 – NOVEMBER 2011| KARACHI, PAKISTAN. - Important Assignments: planned and helped executive director secure a marketing budget worth Rs. 60,00,000 (£37,500) for Year 2010-2011. 2011 campaign specifics: wrote newsletter, represented the school in corporate fundraisers, seminars, education fairs and admission enquiries.

- **MARKETING EXECUTIVE** | Synergy Advertising | AUGUST 2009 – SEPTEMBER 2010 | KARACHI, PAKISTAN. - Created content for [brandsynario.com](http://brandsynario.com) and wrote for Synergyzer Magazine. - Important Assignments: implemented brand plan 2009-2010, lead a team of two programmers and a designer for a digital product for Nokia Pakistan, developed a social media plan for Nokia Pakistan Campaign 'Click It' and developed a partnership with FM96, Helium and Symmetry Digital.

## 6. Journalism Portfolio

### Select bylines in the press:

- “Do Pakistani leaders still think citizens are irrational?” *Livewire* (theWire.in) 2019.
- “Look within: A Young Pakistani’s Views on Islamophobia,” *Livewire* (theWire.in) 2019.
- “Promoting hate for politics,” *The News on Sunday* 2017.
- “Tracing the transitions,” *The News* 2016.
- “SOS: Save our skating park - riders launch petition to stop move from Southbank” *The Eastern Eye* 2013.

### My digital journalism student projects:

<https://www.instagram.com/journalisms101/>

## 7. Academic Service

**Editorial Board Member (by invitation):** Journal of Mass Communication, Department of Mass Communication University of Karachi. Member since August 2022. <https://jmcd-uok.com/index.php/jmcd/about/editorialTeam>

**Jury Member:** Agahi Awards, Pakistan’s indigenous award recognising journalism excellence, since 2016. <https://twitter.com/AgahiAwards/status/1465984768428888071?s=20&t=rxtORRAOwyEbBv7Hfc7XBw>

### Invited Talks:

- Panel Discussion | Paving Pathways to Social Cohesion - Sindh Chapter. At MiTE University Karachi in 2022. Link <https://youtu.be/BfhKTsfHM88>
- Strategic Roundtable on ‘Emerging Trends in Media Industry’ at Bahria University Karachi in June 2022. Link [shorturl.at/tRV18](http://shorturl.at/tRV18)
- Panel on Social and Religious Tolerance at University of Karachi in 22nd March 22. Link [shorturl.at/dkmaqz](http://shorturl.at/dkmaqz)
- Dealing with misinformation in the age of media abundance - at Art Concepts (online) Bahrain in 2020. Link <https://youtu.be/gS7FEPCAJq0>

### Volunteer Reviewer:

International Communication Association (ICA) conference <https://www.icaheadq.org/> and *Media Asia* journal <https://www.tandfonline.com/journals/rmea20> .

## 8. Skills

### Workshops

- Reuters Training Course: Introduction to Digital Journalism by Meta (online) - July 2023.

- Workshop 'Pathways to Social Cohesion' organised by Center for Research and Security Studies at MiTE University Karachi on 22-23rd November 2022.
- Meta Marketing Analytics Professional Certificate organised by Meta-Coursera online - Course 1 Marketing Analytics Foundation completed in August 2022.
- Future of Journalism in South Asia Webinar Series - Elevating Journalism Standards. Workshop online held by Meta on 15th September 2022.
- Center for Excellence in Journalism at Institute of Business Administration & International Fact-Checking Network's (IFCN) Fact-Checking Training Program. Organised online by IFCN on June-July 2021.
- Data Journalism Boot Camp, Organised by Konrad Adenauer Stiftung in Hong Kong on 26-27 October 2017.

**Language Proficiency:**

Urdu/Hindi – Fluent spoken, written, & reading.

English – Fluent spoken, written & reading.