

# Curriculum Vitae

## 1. Personal Data

**Name:** Dr Ayaz Ahmed Siddiqui

**DOB:** 20th January 1987

**Place of Birth:** Karachi, Pakistan

**Contact Address:** Barcelona, Spain

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## 2. Education

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

### Academic Qualifications:

- A. PHD| PRINCIPAL 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). **Notable Assignments:** Teaching assistant for two postgraduate core courses - *Political Communication* and *International Journalism*. Guest lectured, and assisted in preparing and grading assessment material. Assisted advisor who was theme chair for the International Communication Association (ICA) Conference in 2016.
- B. MASTER OF ARTS JOURNALISM and 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 and Marketing Management.

### Language Proficiency:

Urdu/Hindi – Fluent in spoken, written, and reading.

English – Fluent in spoken, written and reading.

## 3. Career Details

### Academic and Professional Positions Held (last 10 years):

- D. POSTDOCTORAL FELLOW| DEPARTMENT OF LAW and POLITICAL SCIENCE - UNIVERSITAT OBERTA DE CATALUNYA | JANUARY 2024 - PRESENT | BARCELONA, SPAIN - Researching popular movements in Pakistan from a media perspective.
- E. 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 a member of the board of studies. I'm also the department focal person for the upcoming Social Science Conference in Spring 2023.

- F. 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 the Board of Advanced Studies and Research.
- G. VISITING LECTURER| COMM7280 COMMUNICATION TECHNOLOGY and 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.
- H. 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 organisations 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.
- I. SUBEDITOR CITY DESK| THE NEWS (JANG GROUP) | MAY - AUGUST 2014 | KARACHI, PAKISTAN  
- Worked with beat reporters on everyday beat stories. Reported several political and cultural events. Kindly visit <https://ayazahmedsiddiqui.com/> for bylines.
- J. 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/> for bylines.

## 4. List of 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. Supported by an advisor's grant from the University Grants Committee Hong Kong.

### 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 and 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 and Hong Kong Umbrella Movement 2014 - poster presentation at the International Communication Association conference 2016. Fukuoka, Japan.
- 'Social media electioneering in technologically challenged constituencies: how marginalized communities become part of a network society' - presented as ongoing research at European Communication Research and Education Association (ECREA) Communication and Democracy section 2015. Copenhagen, Denmark.

## Newspaper Op-Eds

- “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.

## 5. Research Grants

- Hong Kong Baptist University Research Studentship for PhD with the Support of the University Grants Committee.
- Universitat Oberta de Catalunya Postdoctoral Research Grant for National Researchers.

## 6. Teaching

### Taught courses

COMM7280 Communication Technology and Media Organisations  
Taught one semester at Hong Kong Baptist University

GMNW News Writing and Reporting  
GMBJ 555 Broadcast Journalism  
GMIJ 555 Investigative Journalism  
GBCI 740 Creative Industries  
Taught two semesters at Greenwich University Karachi

- \*MMM328 Methods in Media Research
- \*MMM390 Digital Marketing Basics
- \*MMM603 Seminar in Strategic Media Marketing

### Research students supervised and trained

<u>Level</u>	<u>Number of trainees</u>
Master students	1
Undergraduate students	5

### Participation in Thesis and Oral Examination Committees

<u>Level</u>	<u>Number of examinations</u>
PhD Students	1
Master Students	1

### Skill-Based Training Taken

- 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 the Institute of Business Administration and International Fact-Checking Network's (IFCN) Fact-Checking Training Program. Organized online by IFCN in June-July 2021.
- Data Journalism Boot Camp, Organised by Konrad Adenauer Stiftung in Hong Kong on 26-27 October 2017.

## 7. 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 recognizing journalism excellence, since 2016. <https://twitter.com/AgahiAwards/status/1465984768428888071?s=20&dt=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/dkmqz](http://shorturl.at/dkmqz)
- 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.ica hdq.org/> and *Media Asia* journal <https://www.tandfonline.com/journals/rmea20>