

Ayisha Khurshid

Assistant Professor

NUST Business School

Email: ayisha.khurshid@seecs.edu.pk

Contact: 0512155645

LinkedIn: <https://www.linkedin.com/in/ayisha-khurshid-49646667/>



About

Dr. Ayisha Khurshid is working as Assistant Professor in the NUST Business School. Dr. Ayisha Khurshid has a PhD in English And American Studies. Dr. Ayisha Khurshid has published 7 research articles & conference papers having a citation count of 2, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in English And American Studies Universität Graz , Austria	2015 - 2018
MPhil in American Studies Quaid-i-Azam University , Pakistan	2010 - 2012
Master in English Literature And Applied Linguistics National University of Modern Languages , Pakistan	2007 - 2009
BA in English Literature And Applied Linguistics University of the Punjab , Pakistan	2005 - 2007

Experience

Assistant Professor NUST Business School	2025- Present
Assistant Professor NUST Balochistan Campus	2023 - 2025
Assistant Professor School of Electrical Engineering and Computer Science	2020 - 2023
Assistant Professor COMSATS UNIVERSITY , COMSATS UNIVERSITY, ISLAMABAD	2019 - 2020
ASSISTANT PROFESSOR BILQUIS POST GRADUATE COLLEGE , BILQUIS POST GRADUATE COLLEGE, NUR KHAN AIR BASE RAWALPINDI	2013 - 2015
VISITING FACULTY EME , EME, NUST RAWALPINDI	2011 - 2012
SUBJECT SPECIALIST APS , BISMA ARMY PUBLIC SCHOOL AND COLLEGE, HAMZA CAMP RAWALPINDI	2009 - 2010

Awards

1st Position in Mphil

Research Articles

Pandemic Narratives and International Relations: How Pakistani Media Framed the U.S. and China During COVID-19

Tauseef Javed Ayisha Khurshid

Pakistan Journal of American Studies, Volume 42, No. 2, Pages 34-81

Impact Factor: N/A

DOI: <https://pjas.qau.edu.pk/index.php/pjas/article/view/268>

2024

The portrayal of Pakistan as whited sepulture against the Taliban: a case study of American media

Ayisha khurshid

Humanities and Social Sciences Communications, Vol: 11, Article number: 883, Pages: 14

Impact Factor: 3.700 | **Quartile:** 1

DOI: 10.1057/s41599-024-03372-z

2024

Revisiting Thailand's paranoia: Seato as a safeguard against Vietnam syndrome

Ayisha Khurshid Tauseef Javed Sun Jiandang

Margalla Papers , Volume 27 (1), Pages 138-154

Impact Factor: 0

DOI: <https://doi.org/10.54690/margallapapers.27.1.157>

2023

No more binaries: a case of Pakistan as an anomalistic discourse in American print media (2001–2010)

Tauseef Javed Jiandang Sun Ayisha Khurshid

Humanities and Social Sciences Communication, Volume 10, Issue 1, Article Number 65

Impact Factor: 2.731 | **Quartile:** 2 | **Citations:** 2

DOI: <https://doi.org/10.1057/s41599-023-01557-6>

2023

Semantic Complications in the War on Terror and Manipulation of language by state and non-state acto

Ayisha Khurshid Ahdi Hassan

International Research Journal of Management, IT and Social Sciences, Volume 7, No. 1, Pages 162-168

Impact Factor: -

DOI: <https://sloap.org/journals/index.php/irjmis/article/view/838>

2020

Multiperspective Narratives about Peshawar Massacre: An Analysis of American, Indian and Pa-kistani Medias.

Ayisha khurshid

Pakistan Journal of Peace and Conflict Studies , Volume 1, No.1, Pages 57-70

Impact Factor: 0

DOI: http://journals.uop.edu.pk/issue_detail.php?issue_id=12&journal_id=14

2016

Conference Proceedings

Situating Pakistan as a Hoodwinked Player in the War on Terror: A Corpus based Critical Discourse Analysis of Time Magazine

Ayisha Khurshid Ayisha Khurshid

1st International Conference “Language. Text. Society”, res.country(190,)

Citations: N/A

DOI: <https://ltsj.online/conference/>

2020

Editorial Activities

Edited Journal Issue / Proceeding / Book

2020