

## Neelma Riaz

Lecturer

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## About

Dr. Neelma Riaz is working as Lecturer in the School of Electrical Engineering and Computer Science. Dr. Neelma Riaz has a PhD in English Linguistics. Dr. Neelma Riaz has published 18 research articles & conference papers, carried out 0 projects and filed 0 intellectual property.

## Qualifications

<b>PhD in English Linguistics</b> Fatima Jinnah Women University , Pakistan	2015 - 2025
<b>MPhil in English Literature and Linguistics</b> Fatima Jinnah Women University , Pakistan	2012 - 2014
<b>Master in English literature and linguistics</b> University of the Punjab , Pakistan	2009 - 2011
<b>BA in English</b> University of the Punjab , Pakistan	2007 - 2009

## Experience

<b>Lecturer</b> School of Electrical Engineering and Computer Science	2023- Present
<b>Temporary Visiting Faculty</b> Military College of Signals	2022 - 2023
<b>TVF</b> NUST MCS , NUST MCS, Rawalpindi	2022 - 2023
<b>Visiting Faculty</b> Foundation University , Foundation University, Rawalpindi	2022 - 2023
<b>Visiting Faculty</b> Foundation University , Foundation University, Rawalpindi	2019 - 2020
<b>Visiting Faculty</b> Fatima Jinnah Women University , Fatima Jinnah Women University	2015 - 2016

## Research Articles

<b>Speech Errors in English as Foreign Language: A Case Study of Bachelors Students</b> <i>Neelma Riaz Samia Tahir Irram Waheed</i> <i>Pakistan Social Sciences Review</i> , Volume 9, No. 3, Pages 541-556 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://doi.org/10.35484/pssr.2025(9-III)42">https://doi.org/10.35484/pssr.2025(9-III)42</a>	2025
<b>Critical Discourse Analysis of America's Former president Barack Obama's Speech on the Death of Osama Bin Laden</b> <i>Samia Tahir Neelma Riaz Faisal Arif Sukhera</i> <i>Pakistan Languages and Humanities Review (PLHR)</i> , Volume 9, No.3, Pages 258-270 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://doi.org/10.47205/plhr.2025(9-III)23">https://doi.org/10.47205/plhr.2025(9-III)23</a>	2025
<b>Social Impact of War on The Characters of A Thousand Splendid Suns By Khaled Hosseini</b> <i>Samia Tahir Qasim Ali Qureshi Neelma Riaz Irram Waheed</i> <i>The Regional Tribune</i> , Volume 3(1), Pages 201-212 <b>Impact Factor:</b> N/A	2024

DOI: <a href="https://doi.org/10.63062/trt/V24.031">https://doi.org/10.63062/trt/V24.031</a>	
<b>Ethereal Whispers of Indigenous Nature: Mazhar Nisar's Spiritual Odyssey at Mahogany Junction</b> <i>Faisal Arif Sukhera Neelma Riaz Samia Tahir</i> <i>Pakistan Languages and Humanities Review</i> , Volume 8, No. 4, Pages 306-315 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://doi.org/10.47205/plhr.2024(8-IV)28">https://doi.org/10.47205/plhr.2024(8-IV)28</a>	2024
<b>Cross-cultural Pragmatic Analysis of Pakistani and American Political Talk Shows</b> <i>Neelma Riaz Samia Tahir Zahida Younas</i> <i>Journal of Communication and Cultural Trends (JCCT)</i> , Volume 6, Issue 2, Pages 22-43 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://doi.org/10.32350/jcct.62.02">https://doi.org/10.32350/jcct.62.02</a>	2024
<b>Feminism in Khadija Mastoor's Aangan: Exploring Gender Dynamics in Urdu Literature</b> <i>Neelma Riaz Zahida Younas Samia Tahir</i> <i>International Research Journal of Management and Social Sciences</i> , Volume 5, Issue 3, Pages 25-46 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://irjmss.com/index.php/irjmss/article/view/307/290">https://irjmss.com/index.php/irjmss/article/view/307/290</a>	2024
<b>Gender Stereotypes in Humor: Analyzing the Construction of Female Identity in Jokes</b> <i>Neelma Riaz Samia Tahir Aleena Taj Misbah Sultan Nadia Ashraf</i> <i>Remittances Review</i> , Volume 9, No. 4, Pages 2505-2527 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://doi.org/10.33282/rr.vx9i2.136">https://doi.org/10.33282/rr.vx9i2.136</a>	2024
<b>Signs and Symbols: A Semiotic Exploration of Visual Media and Its Underlying Ideologies</b> <i>Ms. Neelma Riaz Dr. Qasim Ali Qureshi Dr. Samia Tahir Ms. Irram Waheed</i> <i>Journal of arts and Linguistics Studies</i> , Volume: 2, Issue:02, Pages705-725 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://jals.miard.org/index.php/jals/article/view/117/97">https://jals.miard.org/index.php/jals/article/view/117/97</a>	2024
<b>Factors influencing Acceptance of ChatGPT among Studious Students for Academic Purposes</b> <i>Dr. Samia Tahir Ms. Neelma Riaz Dr. Qasim Ali Qureshi</i> <i>Sarhad Journal of Management Sciences</i> , Vol:10, Issue: 01, Pages:105-122 <b>Impact Factor:</b> N/A <b>DOI:</b> 10.31529/2024/1/7	2024
<b>Drones and Necropolitics; A Critical Discourse Analysis of Barack Obama's Selected Speeches</b> <i>Zahida Younas Neelma Riaz</i> <i>International Research Journal of Management and Social Sciences</i> , Volume 5, Issue 2, Pages 207-2016 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://irjmss.com/index.php/irjmss/article/view/291">https://irjmss.com/index.php/irjmss/article/view/291</a>	2024
<b>A Critical Analysis of Narcissistic Ideology in the Speeches of Political Leaders</b> <i>Neelma Riaz Samia Tahir Zahida Younas</i> <i>International Research Journal of Management and Social Sciences</i> , Volume 5, Issue 2, Pages 172-183 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://irjmss.com/index.php/irjmss/article/view/286">https://irjmss.com/index.php/irjmss/article/view/286</a>	2024
<b>Pragmatic Analysis of Evasion Strategies in Pakistani Political Talk Shows</b> <i>Neelma Riaz Dr. Samia Tahir Dr. Qasim Ali Qureshi</i> <i>Journal of Arts and Linguistics Studies</i> , Volume: 2, Issue:02, Pages:551-568 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://jals.miard.org/index.php/jals/article/view/115">https://jals.miard.org/index.php/jals/article/view/115</a>	2024
<b>A Comparative Study of Gender Assignment to English Loanwords in Pashto and Urdu: Exploring Semantic Influences. Panacea Journal of Linguistics &amp; Literature</b> <i>Neelma Riaz Sarwet Rasul</i> <i>Panacea Journal of Linguistics &amp; Literature (PJLL)</i> , Volume: 3, Number:01, Pages:131-145 <b>Impact Factor:</b> N/A <b>DOI:</b> <a href="https://journals.airsd.org/index.php/pjll/article/view/396">https://journals.airsd.org/index.php/pjll/article/view/396</a>	2024
<b>Role of Strictly Semantic Properties in Assigning Gender to English Loanwords in the Khattak Dialect of the Pashto Language.</b> <i>Neelma Riaz Sarwet Rasul</i>	2024

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**Fairy Tales and Barbie Dolls: Conceptualizing Beauty and its Consequences on Pakistani Kinder-culture**

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Dr. Samia Tahir Neelma Riaz Qasim Ali Qureshi Faisal Arif Sukhera

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Gulnaz Sattar Hanan Afzal Fareha Zafran Neelma Riaz

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