

Muhammad Asim Imran

Assistant Professor
School of Social Sciences & Humanities

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Contact:



About

Dr. Muhammad Asim Imran is working as Assistant Professor in the School of Social Sciences & Humanities. Dr. Muhammad Asim Imran has a PhD in Media and Communication. Dr. Muhammad Asim Imran has published 12 research articles & conference papers having a citation count of 25, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Media and Communication	2017 - 2021
University of Adelaide , Australia	
Master in Mass Communication	2008 - 2010
University of Bedfordshire , United Kingdom	

Experience

Assistant Professor	2024- Present
School of Social Sciences & Humanities	

Research Articles

Reframing the Taliban: A critical discourse analysis of media narratives in Pakistan, China and the United States	2025
Iffat Ali Aksar Jiankun Gong Haroon Ur Rasheed Baloch Muhammad Asim Imran	
Media War and Conflict , Pages 1-21	
Impact Factor: 1.800 Quartile: 2	
DOI: https://doi.org/10.1177/17506352251355506	
Dissecting Crisis Communication: A Critical Discourse Analysis of Leadership Strategies in Australia and New Zealand During the COVID-19 Pandemic	2025
Muhammad Asim Imran	
Communication Studies , Volume:76, Issue:3, Pages 276-296	
Impact Factor: 1.400 Quartile: 2	
DOI: 10.1080/10510974.2024.2436683	
Comparative Analysis of AI Integration in Media and Communication Curricula: Case Studies From Australia and Egypt	2025
Muhammad Asim Imran	
Journalism and Mass Communication Educator , Pages 1-22	
Impact Factor: N/A Citations: 1	
DOI: 10.1177/10776958251315116	
AI Literacy and Empowering Journalists in Egypt and India	2025
Mohamed Gadelmawla Owies Afaq Ahmad Muhammad Asim Imran Mahitab Elrafii	
Journal of Digital Media and Artificial Intelligence , Volume 2, No. 1, Pages 1-25	
Impact Factor: N/A	
DOI: http://dx.doi.org/10.18576/jdmai/020101	
Redefining older Australians: moving beyond stereotypes and consumer narratives in print media representations	2025
Muhammad Asim Imran	
Media International Australia , Volume:194, Issue:1, Page:148-165	
Impact Factor: 1.500 Quartile: 2	
DOI: 10.1177/1329878X231208788	

Development journalism and revitalisation of familism in Malaysia <i>Muhammad Asim Imran</i> <i>Media International Australia</i> , Volume:191, Issue:1, Pages 58-72 Impact Factor: 1.500 Quartile: 2 Citations: 4 DOI: 10.1177/1329878x221122241	2024
‘We’re in this together’ – COVID-19 statements by Boris Johnson: A discourse analysis <i>Zehra Ahmed Muhammad Asim Imran</i> <i>Media International Australia</i> , Pages 1-18 Impact Factor: 1.500 Quartile: 2 Citations: 2 DOI: 10.1177/1329878X241248264	2024
Discursive construction of identities for older people in news: A critical discourse analysis of Malaysian newspapers <i>John Budarick Muhammad Asim Imran</i> <i>Australian Journalism Review</i> , Volume:45, Issue:2, Pages 161-180 Impact Factor: 0.900 Quartile: 3 Citations: 3 DOI: 10.1386/ajr_00130_1	2023
Passivity and exclusion: media power in the construction of the aged-care debate in Australia and Malaysia <i>Kathryn Bows Muhammad Asim Imran</i> <i>Communication Research and Practice</i> , Volume:9, Issue:2, Pages 121-141 Impact Factor: 1.200 Quartile: 3 Citations: 6 DOI: 10.1080/22041451.2023.2188702	2023
News Values, Older People and Journalistic Practices in Australia and Malaysia <i>Muhammad Asim Imran</i> <i>Platform</i> , Volume:9.2, Issue: Special Issue, Pages 55-76 Impact Factor: N/A Quartile: 2 Citations: 3 DOI: 10.46580/p24368	2022
Consumers and commodification: The marketization of aged care in the Australian press <i>Kathryn Bowd Muhammad Asim Imran</i> <i>Australian Journalism Review</i> , Volume:44, Issue:1, Pages 117-135 Impact Factor: N/A Citations: 6 DOI: 10.1386/ajr_00091_7	2022

Conference Proceedings

Green Marketing Practices by Integrated Theory of Planned Behavior: Focusing on Indonesian Gen Z Consumers <i>Alma Muthia Musyaffa Sri Utari Lianna Wijaya Stella Bolanle Apata Kin Meng Cheng Muhammad Asim Imran</i> <i>Proceedings - 6th International Conference on Informatics, Multimedia, Cyber and Information System, ICIMCIS 2024</i> , res.country(100,)	2024
Citations: N/A DOI: 10.1109/ICIMCIS63449.2024.10956278	

Editorial Activities

Pragmatics Reviewed Papers for Journals Impact Factor: 1.1	2025
Media international Australia Reviewed Papers for Journals Impact Factor: N/A	2025
 Reviewed Papers for Journals Impact Factor: 3.4	2025
Discover Global Society Reviewed Papers for Journals Impact Factor: N/A	2024
Humanities and Social Sciences Communications Reviewed Papers for Journals Impact Factor: 3.7	2024