

Sahira Jabeen

Assistant Professor

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About

Dr. Sahira Jabeen is working as Assistant Professor in the School of Social Sciences & Humanities. Dr. Sahira Jabeen has a PhD in (Multimodal Studies), Focus: Multimodal Communication in TV Advertising. Dr. Sahira Jabeen has published 3 research articles & conference papers having a citation count of 42, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in (Multimodal Studies), Focus: Multimodal Communication in TV Advertising Universiti Malaya , Malaysia	2018 - 2024
MPhil in English NCBA&E, Lahore , Pakistan	2014 - 2017

Experience

Assistant Professor School of Social Sciences & Humanities	2025- Present
Research Assistant Universiti Malaya KL, , Malaysia	2022 - 2023
Graduate Research Assistant Universiti Malaya KL, , Malaysia	2020 - 2021
Visiting Lecturer English (Evening program) NCBA&E, , Lahore	2016 - 2017
Section Head / O' Level – IGCSE English Teacher/ HoD H.H. Sheikh Khalifa Public School (RYK)	2013 - 2017
O' Level – GCSE English Teacher The City School Network	2009 - 2013

Research Articles

Multimodal narrativity in a Pakistani TV advertisement: a socio-semiotic and narratological analysis Sahira Jabeen Cecilia Yin Mei Cheong Social Semiotics , Volume 34, No. 1, Pages 61-81 Impact Factor: 1.600 Quartile: 1 Citations: 2 DOI: 10.1080/10350330.2022.2043723	2024
Muslims' Representation in Donald Trump's Anti-Muslim-Islam Statement: A Critical Discourse Analysis Sahira Jabeen Mohsin Hassan Khan Hamedi Mohd Adnan Surinderpal Kaur Rashid Ali Khuhro Rohail Asghar Religions , Volume: 10, Issue:02, Article Number:115, Pages:16 Impact Factor: N/A Citations: 40 DOI: https://doi.org/10.3390/rel10020115	2019

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