

ALI ZAIN

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RESEARCH INTERESTS

My research interests are related to but not limited to digital politics, critical media studies, technology and society, journalistic innovations and inter-disciplinary aspects of communication.

EDUCATION

- **Hacettepe University** CGPA: 3.78/4.00
MA in Communication Sciences Oct. 2018 – Jul. 2020
- **University of the Punjab** CGPA: 3.89/4.00
BS in Communication Studies (**Ranked 1st**) Oct. 2011 – Dec. 2015

PROFESSIONAL EXPERIENCE

- **Daily Pakistan** Lahore, Pakistan
Content Editor, Researcher Aug 2014 – Aug 2017
 - Writing and editing news reports and editorials, and social media optimization of the content.

AWARDS & HONORS

- **Research Grant by Hacettepe University:** For the transnational study of China's Belt and Road Initiative. Amount: 16,317 Turkish Lira (≈ 3,200 USD)
- **Turkey Scholarships Award:** For MA Communication studies during the academic years 2017-20.
- **University Gold Medal:** For securing highest CGPA in BS Communication Studies in the class of 2015.
- **Institute Gold Medal:** For securing highest CGPA in majors during BS Communication Studies.
- **University Merit Scholarship:** Awarded to 5 top-ranked students at University of the Punjab (2012-15).

PUBLICATIONS

- Zain, A., *Doctrine of Hindutva and Political Discourse of India's Bharatiya Janata Party: An Analysis of 2019 Election Campaign.* First International Social Sciences Congress, Ufuk University, Ankara, Turkey. (To Appear in October '20).
- Zain, A., Ozsu, G., Binark, M. and Dino Gidreta, A., (2020). *China-Pakistan Economic Corridor and Technicians of Opinion in Pakistani Twittersphere: A Thematic Content Analysis.* The Journal of Asian Studies 4(1), 9-28.
<https://doi.org/10.17572/mj2019.1.199208>
- Zain, A., (2019, November). *Aging-friendly smartphones: Analysis of smartphones user-interface to assess their usability among elderly citizens.* Senex: III. Congress of Aging Studies for Graduate Students. Antalya, Turkey.
- Zain, A., (2019). *Rise of Modi's Tech-Populism in India.* Moment Journal 6(1), 199-208.
<https://dergipark.org.tr/en/pub/asyar/issue/55675/744545>
- Soomro, A. and Zain, A., (2016, November). *Cultural continuity and mass media: An analysis of leading online newspapers of Pakistan.* 1st National Conference Emerging Trends and Challenges in Social Sciences (ETCSS-2016), Multan, Pakistan.

BOOKS & BOOK CHAPTERS

- Zain, A., (2020.) *Contact and Sanction: Use of Cricket as Diplomatic Tool by India and Pakistan*. In Binark, Mutlu (Ed.) Popular Culture and Media in Asia. Ankara, Turkey: um:ag, Page: 411-440, ISBN: 978-605-7882-42-4.
- Zain, A., (2020). *Aging Friendly Smartphones*. In Yeliz Dede and Mehmet Figan (Ed.) Aging in Digital Culture and Afterwards. Ankara, Turkey: Alternatif Bilisim Dernegi, Page: 297-314, ISBN: 978-605-80007-2-8.
- Zain, A.,(2016). *Cultural Continuity and Mass Media: An analysis of leading online newspapers of Pakistan*. Saarbrcken, Germany: LAP LAMBERT Academic Publishing. ISBN: 978-3-659-85775-1
- Khan, N. and Zain, A.,(2016). *Muasharti Jamhooriyat: An Urdu translation of The Ecology of Democracy* by David Mathews Kettering Foundation, United States.

SELECTED COURSE PROJECTS

Semiotics & Communication	Semiotic analysis of “Share your gifts” 2018 holidays advertisement of Apple Computer, Inc. to understand indirect advertising.
Statistical Data Analysis	Quantitative analysis of big data sets to test hypotheses and draw inferences using the R Programming language.
Media Policies	A critical analysis of Gatekeeping in the age of keyword-driven media.
Rethink Your Drink	A campaign to use media as a tool to create awareness about the harms of soda drinks.
Abuse of Social Media	Social Media and Sectarian Violence: A case study of Ashura riots and violence eruption in Pakistan in 2013.
Communique	A project to implement journalistic skills i.e., reporting, editing and designing of the magazine.
Scene Report	A start-to-end newspaper project involving media reporting, editorial decision making and designing.

INVITED TALKS

- **Aging in Digital Culture and Afterwards** to discuss how ageing-friendly smartphones can help overcome the digital divide in aging societies (March 2019).
- **Online Journalism and the Future of Newspaper** (February 2017) to discuss the journalistic prospects of new media technologies at the seminar.

VOLUNTEER WORK

- *Member of Youth Parliament of Pakistan* (Since 2012).
- Participated as an *observer* to visit and review projects aimed at fighting climate change in Abbottabad, Pakistan (World Environment Day, 2015).