

Lubna Umar, PhD

Assistant Professor of English Linguistics
Center for Languages and Translation Studies
Allama Iqbal Open University,
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PROFILE

Strong communication skills and ability to put ideas across effectively. Highly adaptable to the needs of the target situation. Strongly believe in working hard and putting optimal effort to achieve goals. A team-builder and motivator, who develops and maintains relationships with colleagues and creates an atmosphere of mutual sharing, understanding and harmony. Awareness and understanding of different cultures. Highly interested in research and keeping pace with evolving trends.

RESEARCH INTERESTS

Critical Discourse Analysis, Metaphorology, Semantics, Pragmatics and Sociolinguistics, English Language Teaching, Qualitative Research, Critical Thinking, Academic & Creative Writing, English for Specific Purposes

EDUCATION

PhD in English Linguistics International Islamic University, Islamabad	2019
MPhil in English (Applied Linguistics) International Islamic University, Islamabad	2006
MA English Punjab University, Lahore	2004
Bachelors in English Punjab University, Lahore	2002

RESEARCH EXPERIENCE

Assistant Professor Allama Iqbal Open University, Islamabad	April 2021
Lecturer Allama Iqbal Open University, Islamabad	2018-2021

OTHER EXPERIENCE

Adjunct Lecturer Quaid-e-Azam University, Islamabad	2012-2017
Adjunct Lecturer International Islamic University, Islamabad	2009-2010
Writer/Analyst Inter Services Public Relations, Rawalpindi	2010-2014
Associate Editor Melange International Magazine	2015-2018

PUBLICATIONS

Papers Published in Refereed Journals

1. “Critical Metaphor Analysis: Nawaz Sharif and the Myth of a Golden Time” in NUML Journal of Critical Inquiry, vol 15(II)(December 2017) Page: 78 – 102.
2. “International Arab Students’ Attitude towards Learning English” published in Global Regional Review (GRR) Vol. III, No. I (2018) Page: 389 – 401.
3. “Direction Metaphors in Political Discourse: Imran Khan and the Rhetoric of Change” has been published in the Global Social Sciences Review (GSSR), Volume: IV Issue III in August - 2019.
4. “A Critical Discourse Analysis of President Musharraf’s Speeches: Legitimizing War on Terror” has been published in the research journal, The Dialogue, Vol. 14, No. 4 Dec (2019).
5. “Analyzing Writing Needs of MBA Students: A Case Study of IIUI” has been published in Global Regional Review (GRR), Vol. IV, No. III (Summer 2019) Page: 382 – 389.
6. “Syllable Structure of Pakistani English in Phonological Theory” has been published in the Global Social Sciences Review (GSSR), Volume: V Issue I (Winter 2020) Page: 300 – 312.
7. “Metaphors of Terrorism in Political Discourse in Pakistan” published in Journal of Social Sciences and Humanities, AIOU (Spring 2020).
8. “Comparison of Preferred Apology Strategies Across Pakistani and American Discourse” published in Journal of NIHCR Islamabad, (summer 2020).
9. “Interstitial liminality, Assimilation and Alterity in H.M. Naqvi’s Home Boy” published in Kashmir Journal of Language Research, Vol 24. No 2 (2021) Page: 55-74
10. “An Analysis of the Perception of Teachers on the Inclusion of Education for Sustainable Development (ESD) In the Curriculum of Teacher Education” published in International Journal of Linguistics and Culture, Volume 03, No 01, June 2022 Page: 111-127
11. “Are Some Dialects of Punjabi at the Verge of Death? A Sociolinguistic Study of Awankari” published in Pakistan Journal of Humanities and Social Sciences, Volume 11, Number 03, September 2023 Page: 2917–2923

12. “Gendered Language: A Critical Discourse Analysis of Pakistani Dramas” published in Pakistan Journal of Humanities and Social Sciences, Volume 11, Number 04, December 2023 Page: 4349–435
13. “A Posthuman Ecophobia Analysis of Hyperobjects in Annihilation by Vendermeer” published in Pakistan Journal of Languages and Translation Studies, Volume 11 Issue 2, December 2023 Page: 62-85
14. “Teaching Noun Class to Primary School Students: A Corpus Based Study of Curriculum Materials and Cognitive Development Theories” Published in Migration Letters, Volume 21, Issue S9 Page: 883-898
15. “Conceptual Metaphors and the Heroic Myth in Pakistani Political Discourse” submitted to Metaphor and Symbol
16. “Womanly Guise as a Feminist Strategy: Unveiling Womanly Guise with Psychoanalytic and Feminist Psychoanalytic Lense” Published in Pakistan Journal of Gendered Studies, Vol.24 No.2 (2024) Page: 55-71
17. “Folk Wisdom: The Role of figurative language in the Saraiki identity through animal imagery in poetry of Khawaja Ghulam Fareed” published in The Asian Bulletin of Big Data Management, Vol 5 No 4 (2025) Page: 246-263
18. “Unveiling Speech Acts: An Analysis of Digital Conversations in Sharum Ki Sketchbook” published in Liberal Journal of Language & Literature Review Vol 3 No 3 (2025) Page: 1199-1228
19. “Analyzing the use of Slang by Gen z in Pakistan” published in The Asian Bulletin of Big Data Management Vol. 5 No. 3 (2025): Page 102-112

Book Published

“Dreams Don’t Die” English translation of a novel (published Sept 2023 by National Book Foundation Pakistan).

“Encyclopedia of Translation Studies” (Published September 2025 by National Book Foundation Pakistan)

Books in Process

In the process of writing textbook “Conceptual Metaphors in Pakistan” to be published by Oxford University Press Pakistan (approximately by 2026).

In the process of writing a book of short stories (Fiction) “Chronicles of an Empath” to be published by Oxford University Press Pakistan (approximately by 2026).

Google Scholar Link

<https://scholar.google.com/citations?user=xGqf1ccAAAAJ&hl=en>

SPECIALIZATION

Critical Paradigm in Linguistics

Umar, L (2019) Metaphor and Ideology: Analyzing Speeches of Pakistani Political Leaders. PhD Thesis, International Islamic University, Islamabad. Supervised by Sarwet Rasul

Writing Skills in English for Specific Purposes

Umar, L (2010) Analyzing Writing Needs of MBA students: A Case Study of IIUI. MPhil Thesis, International Islamic University, Islamabad. Supervised by Fauzia Janjua

SUPERVISION

PhD Thesis Co-Supervision Ongoing

1. Analyzing Media Discourse Using Critical Discourse Analysis (by Muhammad Mughees)
2. L2 Phonology and Speech Learning Model: A Case Study of Saraiki L1 Learners of English (Muhammad Kamal Rao)

MPhil Thesis Supervision complete

1. Analyzing Electronic Media Language: Use of Politeness Strategies in Pakistani Talk Shows (Ms. Zeba Asghar)
2. Analyzing Language of Female Characters: A Critical Discourse Study of Pakistani Selected Dramas (Ms. Sadia Sadaf Kiani)
3. Analyzing Persuasive Techniques in Pakistani Cellular Network Packages Advertisement: A Multimodal Discourse Analysis (by Rabia Aslam)
4. Semiotic Discourse Representation of PM Imran Khan's Slogan of Change: A Multimodal Discourse Analysis (by Zulqarnain)
5. Tracing Posthumanism and Emerging Modes of Anxiety: An Ecophobic study of Selected Works of Jeff Vandermeer (by Ifra Mahmood)

MPhil Thesis Supervision ongoing

1. The relationship between English Proficiency and Academic Achievement among FBISE Higher Secondary Students (by Noor Muhammad)

MA TEFL Thesis

1. Reports Completed: 22

CONTINUING PROFESSIONAL DEVELOPMENT

Six-month intensive online program *Understanding Research and Academic Writing 4* by Regional English Language Office (RELO) of the U.S. Embassy, Islamabad under its E-Teacher Plus Program for Pakistan (2019).

Five-week online E Teacher program *Transitioning to Teaching Language Online* by the Center for Advanced Research on Language Acquisition, University of Minnesota.

One Week *Consultative Workshop* of the Pakistan ELT Forum at Allama Iqbal Open University Islamabad (December 2019).

Three Day Workshop on *Research in Corpus Linguistics* at Air University Islamabad (March 2019).

Four Day International Workshop on *Language Documentation* at AIOU, Islamabad (June 23-27)

Five Day International workshop on *Natural Language Processing* at AIOU (Sept 2022)

A Roundtable Webinar by American Association of Translation on *Translators Film* (14 Dec 2023)

References

1. Major General (Retired) Athar Abbas (former DG ISPR)

Contact no: 92 3335832485

2. Professor Dr Shahid K. Siddiqui (former Vice Chancellor AIOU) Dean Social Sciences
Lahore School of Economics, Pakistan
Contact no: 92 3234815494
3. Dr Umaima Kamran (Associate Professor, former Chairperson Department of English,
Quad-e-Azam University Islamabad) Contact no: 92 3216342447