

# Dr. Fizza Farrukh

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## Academic Information

**Research Interests:** Neurolinguistics, Artificial Intelligence, Machine Learning, Neuroscience, Digital Media Practices, Language and Technology

### 1. PhD in Linguistics

(2023)

Major Subjects: Second Language Acquisition, Language Policy and Planning, Corpus Linguistics, Genre Studies, Morphology and Syntax, Language and Power

GPA: 4

Institute: Air University, Islamabad

### 2. MS in Linguistics and Literature

(2014)

Specialization: Linguistics

Major Subjects: Research Methodology, Critical Discourse Analysis, Sociolinguistics, English Language Teaching, Critical Theories, Language and Identity

GPA: 3.89

Institute: Air University, Islamabad

## Professional Experience

### 1. Assistant Professor (June 2021 – till date)

Air University, Islamabad

Employment Type: Permanent

Responsibilities: Teaching English Language and Linguistics courses to Undergraduate and Graduate Courses  
Founder and Advisor for "Air University Writing Lab" Project  
Social Media & Website Manager for the Department  
APA Referencing Evaluator for MS and PhD Programs  
Thesis Evaluator as an Internal Examiner  
Supervising MS and PhD Linguistics Students

### 2. Lecturer (Feb 2016 – April 2021)

Air University, Islamabad

Employment Type: Permanent

Responsibilities: Taught English Language and Linguistics courses  
Performed Administrative duties as In-charge of Undergraduate English Courses  
Evaluated 3 MS Linguistics Theses as an Internal Examiner  
Supervised 4 MS Linguistics Students and 6 FYP BS English Students

## Research Publications

### 1. Assessment of Sensor-based Physiological Markers for Health Workers' Stress-level Identification through Machine Learning

Published in: IFAC Papers Online (Elsevier, Impact 1.8)

Year: 2026

### 2. Assessing Multilingual Speakers' Language Processing through functional near-infrared spectroscopy (fNIRS)

Published in: Behavioural Brain Research (Elsevier, Impact 2.6)

Year: 2025

### 3. Predicting Effect of Study Time and Educational Support on Academic Success and Failure through Machine Learning

Published in: IEEE as Conference Paper

Year: 2024

### 4. Peace and well-being with storytelling in TESOL: Exploring peacebuilding through voices of English language learners in Pakistan

Published in: TESOL Journal (Wiley, Impact 1.4)

Year: 2023

### 5. Portrayal of Power in Manifestos: Investigating Authority legitimization strategies of Pakistan's Political parties

Published in: Journal of Language and Politics (John-Benjamins, IF 1.6)

Year: 2021

### 6. Digital Media and Identity Construction: Discourses of Pakistani Vloggers

Published in: Studies in Ethnicity and Nationalism (Wiley)

Year: 2021

7. **Desire for English in Youth: An Exploratory Study of Language Learners in a Developing Country**  
Published in: Journal of Education and Educational Development      Year: 2019
8. **Investigating Pronouns in *Pothwari*: A Descriptive Study**  
Published in: Erevna: Journal of Linguistics and Literature      Year: 2018
9. **Analyzing Speech Acts in the Pakistani Social Media Scenario: A Gender-based Comparison**  
Published in: Pakistan Journal of Gender Studies      Year: 2017
10. **Language Mixing: A Strategy for Promotion Used in Advertising**  
Published in: Kashmir Journal of Language Research      Year: 2016
11. **Improving Language Pedagogy through Exploration of Learners' Errors: An Examination of Undergraduates' Written Communication**  
Published in: Pakistan Journal of Education      Year: 2016
12. **'All of Our Stories are Our Own': Investigating the Structure of Brief Personal Experience Narratives from Pakistan**  
Published in: IJRELT      Year: 2016
13. **Understanding Perspectives in a Media Text: Critical Discourse Analysis of Babar Sattar's 'Dangerous Contradictions'**  
Published in: Journal of Research in Social Sciences      Year: 2015
14. **Significance of Social Applications on a Mobile Phone for English Task-Based Language Learning**  
Published in: Journal of Teaching English with Technology      Year: 2015

## Thesis Supervised

### MS Thesis Supervised

1. Neural Correlates of Socioeconomic Status and Language Processing in Multilingual Punjabi Speakers (2025)
2. Language and Digital Peacebuilding: Exploring Pakistani Influencers' Writings (2024)
3. Conflict on Paper: Critical Discourse Analysis of Pakistani and Indian Newspaper Editorials on Pulwama Attack (2023)
4. China-Pakistan Economic Corridor (CPEC): A Linguistic Study of Pakistan-China Relations' Representation in Newspapers' Cartoons (2022)
5. Humor and Impoliteness: A Comparative Analysis of American and Pakistani Comedy Shows (2022)
6. Identity and Language Choices: Analyzing Pahari Speakers' Discourse in Azad Jammu and Kashmir (2021)

### BS Thesis Supervised

7. "Frailty Thy Name is (Not) Woman": Exploring Construction of Muslim Women Identities in Ertugrul
8. Food for Thought: Exploring Cultural Depiction in Pakistani Television Advertisements
9. Japan in Pakistan: Analyzing Influence and Perception of Japanese Media among Pakistani Youth
10. Rising Inflation and Animation: A Multimodal analysis of Pakistani Political Cartoons
11. Understanding Media Practices: Construction of Female Image through Language in Pakistani Television Series
12. Virtual Socializing: An Investigation of Writing Practices of Pakistani Food Reviewers on Facebook
13. East in West: Multimodal Analysis of Pakistan's Depiction on TIME Magazine Covers
14. Construction of Gender Identities: Exploring Pakistani Women's Representation in Documentaries
15. Feminism and Pakistan: Analyzing Beliefs and Perceptions in Pakistanis' Discourse

## Awards

- Best University Teacher Award from Air University, Islamabad
- Diversity, Equity and Inclusion (DEI) Travel Award, University of Birmingham and Society for functional near-infrared spectroscopy (SfNIRS), UK
- Best Chief Editor of English Magazine at Govt. Post Graduate College for Women, Rawalpindi
- Certificate of Merit from CM Punjab for attaining first position in Essay Writing Competition
- Certificate of Merit from College Principal on attaining first position in MA
- Certificate of Merit from College Principal on attaining first position in Story Writing Competition

## Reviewer

Have reviewed more than 50 publications as a reviewer for:

- IEEE Access
- PLOs One
- Frontiers in AI and Robotics
- Frontiers in Human Neuroscience

## Conferences

1. **16th IFAC Symposium on Analysis, Design and Evaluation of Human-Machine Systems** (2025)  
Paper Presentation Institute: Chinese Academy of Sciences, Beijing, China
2. **AI Festival Conference** (2025)  
Invited Speaker on Women in AI Institute: Gandhara Cultural Center, Islamabad
3. **10<sup>th</sup> Annual Neuroscience Conference** (2024)  
Presentation Institute: Lahore University of Management Sciences, LUMS
4. **International Conference of the Society for functional near-infrared spectroscopy (2024)**  
Poster Presentation Institute: University of Birmingham, UK
5. **9<sup>th</sup> International Conference on the Development and Assessment of Intercultural Competence** (2024)  
Research Paper Presentation Institute: University of Arizona, USA
6. **International Symposium on Robotics in Neurorehabilitation** (2024)  
Research Paper Presentation Institute: Air University, Pakistan
7. **Transcending Boundaries - Fostering an Open Research-Teaching Dialogue in English Language Teaching (ELT)** (2024)  
Attended Institute: Manchester Metropolitan University, UK
8. **Nation-building in Pakistan: Prospects and Challenges** (2022)  
Research Paper Presentation Institute: International Islamic University, Islamabad
9. **Purdue Linguistics Symposium** (2021)  
Research Paper Presentation Institute: Purdue University, USA
10. **CPEC: Opportunities & Challenges** (2018)  
Research Paper Presentation Institute: Shaheed Benazir Bhutto University, Peshawar
11. **Local Cities, Foreign Capitals: Finding the Local Anchor in the Global Cultures** (2017)  
Participant Institute: International Islamic University, Islamabad
12. **Policy Dialogue on Language** (2016)  
Focal Organizer of the Conference Institute: Higher Education Commission, Pakistan
13. **International Conference on Research and Practices in Education** (2016)  
Research Paper Presentation Institute: Allama Iqbal Open University, Islamabad
14. **1<sup>st</sup> Kashmir International Conference on Linguistics** (2013)  
Research Paper Presentation Institute: Azad Jammu & Kashmir University, Muzaffarabad

## Workshops and Trainings

1. **Designing Effective Assessments with Generative AI** (2025)  
As a Trainer Institute: Air University  
Human Resource Development Training
2. **Research Paper Writing and Publications** (2025)  
As a Trainer Institute: Air University  
Human Resource Development Training
3. **AI and Technology Integration in Modern Teaching** (2025)  
As a Trainer Institute: Air University  
Human Resource Development Training
4. **Teacher as Mentor and Student Advisor** (2025)  
As a Trainer Institute: Air University  
Human Resource Development Training
5. **AI-based Teaching Skills** (2024)  
As a Trainer Institute: Air University  
Human Resource Development Training
6. **AI and its use in Daily Life** (2024)

- As a Trainer  
Human Resource Development Training  
Institute: Air University
- 7. Curriculum Development** (2024)  
As a Trainer  
Human Resource Development Training  
Institute: Air University
- 8. Innovative Teaching Strategies** (2024)  
As a Trainer  
Human Resource Development Training  
Institute: Air University
- 9. Qualitative Research** (2024)  
As a Trainer  
Human Resource Development Training  
Institute: Air University
- 10. Promoting Research Excellence in Academics across Pakistan** (2022)  
Online Training Course  
Institute: Elsevier & HEC
- 11. Accessing Wiley Journals and Publication Tips for Authors and Researchers** (2022)  
Online Training Course  
Institute: Wiley & HEC
- 12. How to Write and Publish a Scientific Paper** (2020)  
Online Training Course  
Institute: Ecole Polytechnic, France
- 13. Qualitative Research Methods and Academic Writing (By US AID)** (2018)  
Workshop  
Institute: Air University, Islamabad
- 14. Professional Competency Enhancement Program for Teachers** (2017)  
Training  
Institute: Air University, Islamabad
- 15. English Language Teaching (ELT) Training** (2017)  
Workshop  
Institute: US Embassy, Pakistan
- 16. Outcome Based Education and Implementation** (2017)  
Workshop  
Institute: Air University, Islamabad
- 17. Research Methodologies Workshop** (2017)  
Workshop  
Institute: San Jose State University, California
- 18. Project Preparation and Management in Public Sector** (2017)  
Training  
Institute: Pakistan Planning and Management Institute
- 19. Professional Development for Teachers Teaching Through Medium of English** (2017)  
As a Resource Person  
Institute: Air University, Islamabad
- 20. Miracles of Human Language: An Introduction to Linguistics** (2015)  
Online Training Course  
Institute: Leiden University, Netherlands
- 21. University Teaching** (2014)  
Online Training Course  
Institute: Johns Hopkins University, USA
- 22. Educational Assessment: Practices, Principles and Policies** (2013)  
Online Training Course  
Institute: Indiana University, USA