

Dr. Major Shah Muhammad Usman Farooq Abbasi (Retd)
Senior Manager Security, Administration & I.R, Pakistan Refinery
Limited
Assistant Professor, Indus University, Karachi

Qualifications

- Ph.D. (Media Studies), Islamia University Bahawalpur, 2020
- MPhil (Media Studies), Islamia University Bahawalpur, 2012
- MSc (Mass Communications), Allama Iqbal Open University, 2009
- MBA (Marketing), Pakistan Institute of Management (affiliated with IBA Karachi), 2001
- BA (Political Science & History), Pakistan Military Academy, 1993

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Research Sites/Links

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Profile

Dr. Major Shah Muhammad Usman Farooq Abbasi (Retd), a Ph.D. in Media Studies, has over 30 years of experience in both military and civil sectors, with a specific focus on security, administration, and industrial relations. He has served in high-profile security roles. In academia, Dr. Usman Farooq is a recognized scholar with several HEC-recognized publications, contributing significantly to media studies, mass communication, and their impact on military and civil sectors.

Research Interests

- Media's role in military and security
- Impact of anti-smoking campaigns
- Regional media integration
- Media's influence on modernization and globalization

Selected Publications

1. Usman Farooq and Ghulam Shabir, "Role of the Media in the Military," Journal of Social Sciences & Humanities, Vol. 9 No. 2, 2011.
<https://journals.iub.edu.pk/index.php/bjmc>

2. Usman Farooq, Ghulam Shabir, Abdul Wajid Khan, and Rooh-ul-Amin, "Role of Pak-Bangladesh Media in Regional Integration," Journal of Educational Research, Vol. 15 No. 1, 2012.
<http://connection.ebscohost.com/c/articles/90613091/role-pak-bangladesh-media-regional-integration>
3. Usman Farooq, Ghulam Shabir, and Amant Khan, "Reforming the Madrassah System," Pakistan Journal of Social Sciences, Vol. 32 No. 1, 2012.
https://bzu.edu.pk/PJSS/Vol32No12012/Final_PJSS-32-1-11.pdf
4. Usman Farooq, Ghulam Shabir, Rooh ul Amin, and Ayesha Wallayat Chaudhary, "Mass Media Culture & Society with the Perspective of Globalization, Modernization, and Global Culture," Asian Journal of Social Sciences & Humanities, Vol. 2, No. 3, 2013.
<http://www.ajssh.leena-luna.co.jp/ajsshvol2n3.php>
5. Usman Farooq, Ghulam Shabir, Jam Sajjad Hussain, "Advertisement Campaign and Human Behavior Paradigm," 2020.
<https://ilkogretim-online.org/fulltext/218-1628239662.pdf>
6. Dr. Sobia Usman, Dr. Usman Farooq, "Human Rights in Pakistan and Coverage of the Press," Elementary Education Online, Vol. 19, Issue 4, 2020.
<https://doi.org/10.24312/1930140109>
7. Zia ur Rehman Baig, Dr. Sobia Usman, Muhammad Umair Chaudhary, Dr. Usman Farooq, "Role of Media to Achieve Peace and Prosperity Through Islamic Financial System," Indian Journal of Economics and Business, Vol. 20, No. 2, 2021.
<https://www.ashwinanokha.com/resources/89.%20BAIG.pdf>
8. Usman Farooq, Muhammad Umair Chaudhary, & Sobia Usman, "Modernization and Globalization in the Aftermath of the Mass Media," Humanities & Social Sciences Reviews, Vol. 9, No. 1, 2021.
<https://mgesjournals.com/hssr/article/view/hssr.2021.9111/3694>

9. Chaudhary Muhammad Umair, Ghani Abdul, Sobia Usman, Usman Farooq, "Impact of Pakistan Television's Infotainment Program Bazm-e-Tariq Aziz on Youth Education," Humanities & Social Sciences Reviews, 2021.

<https://mgesjournals.com/hssr/article/view/hssr.2021.9255>

10. Usman Farooq, "Prevalence of the Uses and Gratifications Theory Amongst University Students Consuming Tobacco Products in Pakistan," Journal of Humanities, Social and Management Sciences, 2022.

<https://ideapublishers.org/index.php/jhsms/article/view/662>

11. Usman Farooq, Muhammad Umair Chaudhary, Sobia Usman, "Role of News Media in the Peacebuilding Process," Journal of Humanities, Social and Management Sciences, 2022.

<https://ideapublishers.org/index.php/jhsms/article/view/582>

12. Dr. Sobia Usman, Muhammad Umair Chaudhary, Usman Farooq, Ghulam Shabir, "Role of Media as Peace Agent During the War in Afghanistan: A Study of Washington Post and New York Times," Journal of Islamic Countries Society of Statistical Sciences, 2022.

<http://www.joi.isoss.net/wp-content/uploads/2022/09/14-J-ISOSS-8-2-Galley-Proof.pdf>

13. Muhammad Umair Chaudhary, Dr. Sobia Usman, Dr. Usman Farooq, "How Prime-Time News Viewers Feel About the Rating System: A Case Study of Geo, Samaa, and Express News Channels in Pakistan," Journal of Namibian Studies, 2023.

<https://namibianstudies.com/index.php/JNS/article/view/3021?articlesBySameAuthorPage=318>

14. Dr. Muhammad Umair Chaudhary, Dr. Sobia Usman, Dr. Muhammad Aftab Madni Memon, Dr. Usman Farooq, "The COVID-19 Impact: Social Media Advertising and Shift in Consumer Purchase Behavior in Pakistan," Onomázein Journal of Linguistics, Philosophy, and Translation, 2023.

<https://www.onomazein.com/index.php/onom/article/view/456/486>

15. Dr. Muhammad Umair Chaudhary, Dr. Shehla Jabeen, Dr. Sobia Usman, Dr. Usman Farooq, "Implications of New Media Technologies on Political Ideologies in Pakistan," Remittances Review, 2024.

<https://remittancesreview.com/menu-script/index.php/remittances/article/view/1457/872>

16.Dr. Sobia Usman, Muhammad Umair Chaudhary, Dr. Fatima Hatim Anjary, Dr. Usman Farooq, "Significance of Morning Programs in Raising Health Awareness Among Females in Pakistan," Migration Letters, 2024.

<https://migrationletters.com/index.php/ml/article/view/10502>

17.Dr. Sobia Usman & Dr. Usman Farooq The Evolution of Social Media: Assessing the Impact of Digital Communities on Personal and Professional Lives, Remittances Review, 2024.

<https://remittancesreview.com/article-detail/?id=1962>

Awards & Achievements

- Tamgha-e-Difa for outstanding service in Siachin
- Successfully captured the first-ever suicide bomber alive in Pakistan (2009)
- Managed the security of former President Gen (R) Pervez Musharraf in Skardu (2006)

Extracurricular Interests

- Member, Security Professional Association of Pakistan
- Active in cricket and mountaineering
- Passionate about tree plantation and maintaining an aviary