



University of Central Punjab, Lahore

Faculty of Media & Communication Studies

▪ Journal Publications

Sr.	Journal View	HEC Cat.	Impact Factor	Year
1	S. Hussain, S. Jullandhry , Are urban women empowered in Pakistan A study from a metropolitan city , Womens Studies International Forum, vol: 82, issue: 1, pages: 1-10, HEC Category: W, IF: 0.939	W	0.939	2020
2	A. Hussain, T. U. Hassan, G. Shabir , Use of social media for information discovery and delivery among information professionals in Pakistan , Information Discovery and Delivery , vol: 49 , issue: 1, HEC Category:X , IF: 0.000 , 2020	X	-	2020
3	A. M. Jam, J. S. Hussain, T. U. Hassan, Crime against media personnel and threats to media houses in Pakistan: A journalist perspective , Pakistan Vision, vol: 21 , issue: 1 , pages: 48-65, HEC Category: Y, IF: 0.000, 2020	Y	-	2020
4	A. Khalid, T. U. Hassan, G. Shabir, Cultivation effects of social media on cognitive, social and moral skills of adolescents in Pakistan , Journal of Business and Social Review in Emerging Economics, vol: 6, issue: 2, pages: 419-436, HEC Category: Y, IF: 0.000	Y	-	2020
5	G. Shabir, A. Ashraf, F. Rasool, Q-U-Z. Ghaznavi, Dependence of editorial independence, influence of economic factors on news channels in Pakistan , Journal of Business and Social Review in Emerging Economics, vol: 6, issue: 2, pages: 883-892, HEC Category: Y, IF: 0.000	Y	-	2020
6	F. Ali, A. Siddique, M. Usman, M. Awais, Fear of missing out and psychological well-being: the mediating role of compulsive use and social comparison , Pakistan Journal of Social Issues, vol: 11, issue: 1, pages: 82-97, HEC Category: Y, IF: 0.000, publisher: University of Gujrat	Y	-	2020
7	R. Musarrat, G. Shabir, Framing of operation Zarb-e-Azb in english dailies of Pakistan , Global Media Journal, vol: 18, issue: 35, pages: 1-8, HEC Category: Y, IF: 0.000	Y	-	2020
8	S. Amin, G. Shabir, S. Riaz, Good and bad frames in the news coverage of the Pakistan english newspaper in the regime of Pakistan peoples party from 2008 to 2013 , Journal of Accounting and Finance in Emerging Economics, vol: 6, issue: 2, pages: 357-365, HEC Category: Y, IF: 0.000	Y	-	2020
9	N. Khan, G. Shabir, Impact of crime shows on behavior of	Y	-	2020

	television viewers in Pakistan: A survey study of Lahore city , Sir Syed Journal of Education & Social Research, vol: 3, issue: 3, pages: 35-41, HEC Category: Y, IF: 0.000			
10	M. Awais, F. Ali , A. Kanwal, Individual-level factors and variation in exposure to online hate material: A cross-national comparison of four Asian countries , Journal of Media Studies, vol: 35, issue: 2, pages: 127-164, HEC Category: Y, IF: 0.000, publisher: University of the Punjab	Y	-	2020
11	P. Akhtar, S. Jullandhry , Interpersonal Communication and Adoption of Farm Practices in Agriculture: A Survey of South Punjab, Pakistan , International Review of Social Sciences, vol: 8, issue: 9, pages: 218-227, HEC Category: Y, IF: 0.000	Y	-	2020
12	S. Amin, G. Shabir , S. Riaz, Media coverage on general issues: A constructionist study of news frames and Government performance of PML-Q (2002-07) , Sir Syed Journal of Education & Social Research, vol: 3, issue: 2, pages: 25-33, HEC Category: Y, IF: 0.000	Y	-	2020
13	A. Zaidi, A. Hanan, F. Ali , M. Awais, Media objectification and women clothing buying behavior: Social comparison and self-gratification as mediators , International Journal of Media and Information Literacy, vol: 5, issue: 2, pages: 227-235, HEC Category: Y, IF: 0.000, publisher: Academic Publishing House Researcher	Y	-	2020
14	F. Anis , M. Fahad , Role of information communication technology in social time displacement of university students , Global Media Journal, vol: 18, issue: 34, pages: 207, HEC Category: Y, IF: 0.000	Y	-	2020
15	A. Ghani, G. Shabir , Q. U. Z. Ghaznavi, Social media and electoral campaigns: A study of 2013 general elections in Punjab , Journal of Business and Social Review in Emerging Economies, vol: 6, issue: 3, pages: 975-982, HEC Category: Y, IF: 0.000	Y	-	2020
16	F. Anis , S. A. Siraj, Use of ICT by the university students: Exploring difference between book, noticeboard and ict for knowledge and information seeking , Journal of Peace Development and Communication , vol: 4, issue: 1, pages: 122-140, HEC Category: Y, IF: 0.000, publisher: Journal of Peace, Development and Communication (JPDC)	Y	-	2020
17	A. Siddiqua, G. Shabir , A. Ashraf , A. Khaliq , Media framing of pandemics: A case study of the coverage of COVID-19 in elite newspapers of Pakistan , Journal of Business and Social Review in Emerging Economies , vol: 6 , issue: 4, HEC Category: Y , IF: 0.000, publisher: CSRC Publishing	Y	-	2020
18	R. Saeed, T. U. Hassan , Meta analysis of smartphone usage for gratifications Saeed and Hassan meta analysis of smartphone usage , Journal of Media Studies, vol: 35, issue: 2, pages: 165-191, HEC Category: Y, IF: 0.000	Y	-	2020
19	R. Saeed, T. U. Hassan , Offline versus virtual socialization patterns and smartphone: A study of Pakistani youth , Pakistan Social Sciences Review, vol: 4, issue: 2, pages: 384-396, HEC	Y	-	2020

	Category: Y, IF: 0.000			
20	M. Awais, B. H. U. Rehman, F. Ali , A. Zulfiqar, Laugh labs and their treatment: Analysis of the satirical language of leading infotainment programs of Pakistani news channels , Journal of Media Studies, vol: 35, issue: 1, pages: 1-35, publisher: University of the Punjab	-	-	2020
21	A. Hussain, G. Shabir, T. U. Hassan , Cognitive needs and use of social media: A comparative study of gratifications sought and gratification obtained , Information Discovery and Delivery, vol: 48, issue: 2, pages: 79-90	-	-	2020
22	A. Ashraf , M. Tayyab , M. Awais, F. Ali , Effects of job insecurity on media professionals of Pakistan , Journal of Organizational Culture, Communications and Conflict, vol: 24, issue: 3, pages: 1-15, publisher: Allied Business Academies publishing	-	-	2020
23	A. Ashraf , T. U. Hassan , F. Ali , Evaluating the effectiveness of news management software's: A study of Pakistan news channels , Journal of Social Sciences Research, vol: 6, issue: 8, pages: 727-736, publisher: Academic Research Publishing Group	-	-	2020
24	S. Aslam , N. Hayat , A. Ali, Hybrid warfare and social media: need and scope of digital literacy , Indian Journal of Science and Technology, vol: 13, issue: 12, pages: 1293-1299, publisher: Indian Society for Education and Environment	-	-	2020
25	M. Awais, S. Abbas, F. Ali , A. Ashraf , Media exposure and fear about crime: An application of mediated fear model , Journal of Social Sciences Research, vol: 6, issue: 7, pages: 720-726, publisher: Academic Research Publishing Group	-	-	2020
26	S. Ijaz, M. Awais, M. Naeem, F. Ali , Rendering muslims as terrorists in the english comic books: Analysis of liberty for all and holly terror , Journal of Social Sciences Research, vol: 6, issue: 8, pages: 785-796, publisher: Academic Research Publishing Group	-	-	2020
27	K. Amjad, M. Saeed, F. Ali , M. Awais, Social media use and political polarization: Political engagement as a mediator , Journal of Social Sciences Research, vol: 6, issue: 8, pages: 804-810, publisher: Academic Research Publishing Group	-	-	2020
28	Y. Saleem , M. Ramzan, H. Adeeb , Empirical evidences and public perception of ethical standards violation by TV channels , Pakistan Journal of Library and Information Science, vol: 51, pages: 4, publisher: Pakistan Journal of Information Science	-	-	2020

Author* means author exhibits dual affiliations, in which UCP is declared as primary institute.

Author** means author exhibits dual affiliations, in which UCP is declared as secondary institute.

Journal Name***: Impact factor journal Not found in HEC database.

▪ **Conference & Miscellaneous Publications**

Sr.	Conference View	Year
1	F. Ali, M. Awais, Closing the gender gap through Social media: Political Engagement in Pakistan , Proc. of the AMCAP-BUKC International Conference	2020
2	M. Awais, F. Ali, Exposure to online hate in four Asian countries (Pakistan, India, Bangladesh, and Sri Lanka) and individual Factors: A Cross-National Survey , Proc. of the International Association for Media and Communication Research	2020
3	M. Awais, F. Ali, Impact of smart media addiction regarding mindfulness, strategies to coping addiction and emotional exhaustion's consequences: a case study of youth of Pakistan , Proc. of the AMCAP-BUKC International Conference	2020
4	F. Ali, M. Awais, M. F. Zahra, Motivation to read, comment and like the hate speech content on facebook: an exploratory study , Proc. of the 2nd International Conference on Media and Conflict (ICMC 2020)	2020