



University of Central Punjab, Lahore

Faculty of Media & Communication Studies

▪ Journal Publications

Sr.	Journal View	HEC Cat.	Impact Factor	Year
1	S. Awais , A. Ashraf, T. U. Hassan , Reactivity of heavy viewers towards dramas presenting violence against women: A cross-sectional study Linguistica Antverpiensia, vol: 2021, issue: 3, pages: 4857-4873, HEC Category: W , IF: 0.000	W	0.000	2021
2	M. F. Zahra, F. Baig, T. Ul Hassan , Media exposure and child psychology: Parental perceptions about effects Academic Journal of Interdisciplinary Studies, vol: 10, issue: 1, pages: 113-124, HEC Category: X, IF: 0.000, publisher: richtmann	X	-	2021
3	S. Awais, A. Ashraf, T. U. Hassan , Violence against women treated as an act of violence or as a normal practice: A study of Pakistani tv drama serial Elementary Education Online, vol: 20, issue: 1, pages: 3213-3227, HEC Category: X, IF: 0.000	X	-	2021
4	A. Siddiq , K. Sultan, A. Ashraf, G. Shabir , Abrogation of article 370 and the media framing of kashmir conflict: A pursuit for re-conciliatory approach Sustainable Business and Society in Emerging Economies , vol: 3, issue: 3, pages: 133-146, HEC Category: Y , IF: 0.000, publisher: CSRC Publishing	Y	-	2021
5	A. Ashraf G. Shabir , H. A. Rashid, Q. U. Z. Ghaznavi, Coronavirus and cognitive dissonance, behavior of Pakistanis during pandemic peak: A study of educated and uneducated citizens of Lahore Journal of Business and Social Review in Emerging Economies, vol: 7, issue: 1, HEC Category: Y , IF: 0.000, publisher: CSRC Publishing	Y	-	2021
6	A. Ashraf, F. Baig , Evaluating the effectiveness of information systems in media organization: A study of Pakistan news tv Journal of Media Studies, vol: 36, issue: 2, pages: 33-66, HEC Category: Y, IF: 0.000	Y	-	2021
7	A. Siddiq , A. Ashraf, G. Shabbir , Q. Z. Ghaznavi, Framing of Kashmir conflict in elite Pakistani and Indian newspapers after revocation of special status of the disputed territory , Journal of Business and Social Review in Emerging Economies, vol: 7, issue: 2, HEC Category: Y , IF: 0.000, publisher: CSRC Publishing	Y	-	2021
8	F. Ullah, A. Ashraf , Gender portrayal in outdoor advertising in Punjab and Khyber Pakhtunkhwa (KPK) provinces of Pakistan Journal of Peace Development and Communication,	Y	-	2021

	vol: 4, issue: 3, HEC Category: Y , IF: 0.000, publisher: Peace and Development Foundation			
9	R. Mussarat, M. F. Zahra , A. Ashraf ISPR productions vs. Nationalism, inclination to join army and image building: Case of Pakistan's military operations Global Social Sciences Review, HEC Category: Y, IF: 0.000	Y	-	2021
10	Z. U. D. Babar, S. Zahra , T. Nasir Media representation of muslim women in 'Time' & 'Newsweek': A comparative analysis within feministic perspective Journal of Peace, Development and Communication, vol: 5, issue: 2, pages: 61-72, HEC Category: Y, IF: 0.000	Y	-	2021
11	I. Ahmed, M. F. Zahra, F. Ali , News media use and civic engagement: The mediating role of social capital and civic accountability Media Education-Mediaobrazovanie, vol: 17, issue: 2, pages: 177-188, HEC Category: Y , IF: 0.000	Y	-	2021
12	M. Awais, F. Ali , Social media exposure and preventive behaviors against COVID-19 in Pakistan Journal of Media Studies, vol: 36, issue: 1, pages: 23-52, HEC Category: Y , IF: 0.000, publisher: University of the Punjab	Y	-	2021
13	H. M. Ahmad, W. R. Rizvi, F. Ali , The effect of Hollywood, Bollywood, and Lollywood films on crime in Punjab Journal of Media & Communication, vol: 1, issue: 2, pages: 1-20, HEC Category: Y, IF: 0.000, publisher: ILMA University	Y	-	2021
14	B. Khalid, F. Baig , The icons speak out: An iconographic analysis of Pakistani animated tv series burka avenger Research Journal of Social Sciences & Economics Review, vol: 2, issue: 3, pages: 55-65, HEC Category: Y, IF: 0.000	Y	-	2021
15	S. Sultana, N. Hayat , Understanding the journalistic perspective regarding the role of media in transforming dressing styles of women in Pakistan International Review of Social Sciences, vol: 9, issue: 3, pages: 189-197, HEC Category: Y, IF: 0.000	Y	-	2021
16	M. Saeed, F. Ali , N. Nawaz When fear leads towards preventive measures: A study of newspapers' coverage and public perception on covid-19 pandemic Journal of Peace Development and Communication, vol: 5, issue: 1, pages: 393-404, HEC Category: Y , IF: 0.000, publisher: Peace and Development	Y	-	2021
17	K. Tahir, A. Ashraf , M. U. Ghafar , Portrayal of parents and children behavior: A study of tv drama serials in Pakistan , Global Digital & Print Media Review , vol: 5 , issue: 3 , pages: 20-32, HEC Category:Y , IF: 0.000 , 2021	Y	-	2021
18	S. Awais , A. Ashraf, G. Shabir , Relationship between representation of violence against women in tv drama serials and reactivity of viewers , Journal of Business and Social Review in Emerging Economies , vol: 7 , issue: 4 , pages: 821-833, HEC Category:Y , IF: 0.000, publisher: CSRC Publishing , 2021	Y	-	2021
19	M. F. Zahra, A. S. Ali, A. Ashraf, A. Farooqi, F. Akhtar , Covid-19 related information and psychological wellbeing: Mediating role of employment uncertainty among Pakistani people The Journal of Social Sciences Research, vol:	-	-	2021

	7, issue: 1, pages: 22-30, publisher: Academic Research Publishing Group			
20	Y. Saleem, M. Raman, H. Adeeb, I. Akram Dissemination of sensational news and media regulatory authorities in Pakistan Pakistan Journal of Information Science, vol: 52, issue: 1, pages: 5, publisher: Pakistan Journal of Information Science	-	-	2021

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	S. Mushtaq, F. Baig , T.U. Hassan, Attachment or detachment in Conflict Reporting? Examining the Relation of Peace Journalism and Objectivity. Proc. of the International Association for Media and Communication Research (IAMCR) Conference, 11-15 July 2021.	2021
2	M. F. Zahra, F. Baig, T. U. Hassan , Exploring Parental Perception about the Effects of Television Watching on Child Psychology Proc. of the International Media Conference	2021
3	S, Mushtaq, F. Baig , Factors influencing journalists of rival countries: The case of conflict reporting in India and Pakistan. Proc. of the International Association for Media and Communication Research (IAMCR) Conference, 11-15 July 2021	2021
4	Sehrish Mushtaq, F. Baig , Pakistani Women Activism in Public and Digital Spaces: Understanding issues and Narratives of New Wave of Feminist Movement. Proc. of the 71st Annual International Communication Association (ICA) Conference, 27-31 May 2021	2021