



# University of Central Punjab, Lahore

## Faculty of Media & Mass Communication

### Journal Publications

Sr.	Journal View	HEC Cat.	Impact Factor	Year
1	M. F. Zahra, T. A. Qazi , A. S. Ali , N. Hayat , T. U. Hassan , <a href="#">How TikTok addiction leads to mental health illness? Examining the mediating role of academic performance using structural equation modeling</a> , Journal of Positive School Psychology , vol: 6 , issue: 10 , pages: 1490-1502, HEC Category:X , IF: 0.000 , 2022	X	-	2022
2	N. Hayat, M. F. Zahra, A. S. Ali , <a href="#">Politics in the digital age: Measuring the impact of Twitter on Pakistani youth</a> , Journal of Positive School Psychology , vol: 6 , issue: 9 , pages: 2267-2278, HEC Category:X , IF: 0.000 , 2022	X	-	2022
3	B. Ali, F. Baig , <a href="#">The impact of educational videos on the academic performance of university students in distance learning.</a> , Journal of Positive School Psychology , vol: 6 , issue: 12 , pages: 1233-1249, HEC Category:X , IF: 0.000 , 2022	X	-	2022
4	M. Anas, A. Ikhlq, M. F. Zahra , <a href="#">Multiplatform News Consumption and Political Participation: Testing O-S-R-O-R Model</a> , Pakistan Social Sciences Review , vol: 6 , issue: 2 , pages: 315-336, HEC Category:Y , IF: 0.000 , 2022	Y	-	2022
5	K. Tahir, A. Ashraf, G. Shabir , <a href="#">Portrayal of parent - Children relationship in television drama serials of Pakistan</a> , Journal of Business and Social Review in Emerging Economies , vol: 8 , issue: 1 , pages: 51-60, HEC Category:Y , IF: 0.000, publisher: CSRC Publishing , 2022	Y	-	2022
6	S. Awais , Atif Ashraf, G. Shabir, S. Balouch , <a href="#">Resolving or creating conflicts examining role of political talk shows in Pakistan</a> , Sustainable Business and Society in Emerging Economies , vol: 4 , issue: 2 , pages: 303-316, HEC Category:Y , IF: 0.000 , 2022	Y	-	2022
7	G. Shabir , K. Ahmed, A. Ashraf, A. Siddiqua , <a href="#">Role of media in strengthening Pakistan's image with respect to security</a> , Sustainable Business and Society in Emerging Economies , vol: 4 , issue: 1 , pages: 247-260, HEC Category:Y , IF: 0.000, publisher: CSRC Publishing , 2022	Y	-	2022
8	A. Sadiqa, F. Shahid , <a href="#">Working and non-working women exposure to mass media and usage of family planning methods: Perceptions and experiences of maternal health</a> , Pakistan Journal of Applied Social Sciences , vol: 13 , issue: 1 , pages:	Y	-	2022

	41-59, HEC Category:Y , IF: 0.000, publisher: University of Karachi , 2022			
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**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	A. Sadiqa, N. Saleem, F. Shahid , <a href="#">Exploring the impact of cultural norms and exposure to mass media on maternal health consciousness of women</a> , Proc. of International media conference Health and Well-being in (Post) Pandemic World: Roles and Responsibilities of Media & Communication , 2022	2022
2	A. Sadiqa, A. Ashraf, T. U. Hassan , <a href="#">Gaming disorder in pre-adolescents, A study of Mothers' perception</a> , International Conference on Substance Use Disorder- ICSUD22 , 2022	2022
3	M. Mukhtar, S. Mushtaq, F. Baig , <a href="#">Conspiracy theories on digital platforms and their effects: The case of Malala Yousafzai</a> , Proc. of the International Association for Media and Communication Research (IAMCR), 11-15 July 2022 , 2022	2022
4	A. Ali, F. Baig , <a href="#">Exploring objectivity and journalistic styles in the Pakistani electronic media: A content analysis of TV news bulletins</a> , Proc. of the 1st International Media and Communication Conference, November 2022. , 2022	2022
5	A. Sohail, S. Mushtaq, F. Baig , <a href="#">Hate and humor in user generated content on social media: The study of memes on India and Pakistan conflict</a> , Proc. of the International Association for Media and Communication Research (IAMCR), 11-15 July 2022 , 2022	2022
6	S. S. Zaidi, F. Baig , <a href="#">Partisanship in the mainstream TV news channels of Pakistan: A comparative analysis</a> , 1st International Media and Communication Conference, November 2022. , 2022	2022
7	M. F. Zahra, T. U. Hassan , <a href="#">Violence in children's TV content and aggression: Exploring the effects through parental perceptions</a> , Proc. of the International Conference on Substance Use Disorder- ICSUD22 , 2022	2022

### Book Chapter

1	Sehrish Mushtaq, Fawad Baig Reclaiming public and digital spaces: The conundrum of acceptance for the feminist movement in Pakistan Book Ch.# 7 , The Routledge Handbook of Religion, Gender and Society , pages: 103-118 , publisher: Routledge , (Book Chapter)	2022
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