BOOK OF ABSTRACTS

2nd INTERNATIONAL MEDIA CONFERENCE

Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections & Future Directions

MAY 29 - 30, 2024

Conference Collaborators

**Faculty of Media and Mass Communication
University of Central Punjab, Pakistan**

ABOUT THE CONFERENCE

The 2nd International Media Conference "Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections and Future Directions" has been organized by the Faculty of Media and Mass Communication, University of Central Punjab on May 29-30, 2024. This two-day conference aims to foster interdisciplinary dialogue and chart future directions for improving media education and practices within the media industry. Additionally, it analyzes the transformative impact of digital media on societal facets such as democracy, ethics, business, education, activism, politics, privacy, and cultural diversity. The conference theme acknowledges the complex and constantly evolving relationship between digital media and society in the 21st century. While recognizing the immense opportunities for innovation, collaboration, and empowerment offered by digital media, this conference addresses the challenges regarding regulation, quality, and ethical responsibility. Moreover, it focuses on the issues of diversity and inclusion within the digital sphere, as well as considers the sustainability implications of digital transformation in media and communication.

The digital age has ushered in profound changes in how media is produced, consumed, and taught. This conference has addressed critical issues including the integration of digital tools and platforms in media education, the evolving roles and responsibilities of media professionals, and the importance of media literacy in a digitally interconnected world. Through interdisciplinary reflections, participants will explore the implications of these changes and discuss future directions for both educational practices and professional standards. Keynote speeches, paper presentations, and interactive panel discussions will provide diverse perspectives and foster a deep understanding of the challenges and opportunities presented by digital advancements. The primary focus of the conference is on the following areas:

- Artificial Intelligence and Communication
- Media, Culture, and Society
- Misinformation and Digital Media Regulations
- Digital Media and Entrepreneurship
- Digital Media Literacy
- Future of Mainstream Media
- Democracy, Censorship, and Media Freedom
- Health Communication
- Professional Practice of Journalism
- Privacy, Surveillance, and Internet Freedom
- Gender Inclusivity and Diversity within Digital Media
- Environmental Communication and Sustainability
- Cinema in the Digital Age
- Media Education

MESSAGE FROM THE PATRON-IN-CHIEF

Dr. Hadia Awan
Pro-Rector
University of Central Punjab

It is my great pleasure to welcome you all to the 2nd International Media Conference, organized by the Faculty of Media and Mass Communication at the University of Central Punjab. This gathering of scholars, professionals, and students marks a significant occasion for exchanging ideas and insights on critical issues shaping the media landscape today. We are also honoured to have the collaboration of ten other prestigious universities in organizing this conference, reflecting a collective commitment to advancing knowledge in this field. This interdisciplinary event will bring together academics, industry professionals, and educators to discuss the challenges and opportunities presented by digital technologies in media production, dissemination, and consumption. The theme of this conference is both timely and essential, underscoring the dynamic and multifaceted nature of media and communication. Exploring the impact of Artificial Intelligence on communication and addressing the challenges of misinformation is crucial in our quest for a more informed public. Moreover, enhancing digital media literacy and examining the future of mainstream media are imperative for fostering a well-rounded, media-savvy populace. I look forward to the enlightening discussions and valuable connections that will emerge from this conference. Let us together advance the frontiers of media and communication.

MESSAGE OF GENERAL CHAIR

Dr. Fawad Baig
Dean
Faculty of Media and Mass Communication
University of Central Punjab, Lahore, Pakistan.

It is with immense pleasure that Faculty of Media and Mass Communication (FMMC) at UCP is hosting its 2nd International Media Conference after a gap of six years on May 29-30, 2024. I extend my warmest welcome to all of you on behalf of FMMC. We received 198 abstracts, of which 143 were accepted following the review process. I am grateful to the media departments and faculties of ten esteemed Pakistani universities for their collaboration in this conference. The theme of this conference, "Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections and Future Directions" addresses the evolving relationship between digital media and society. It offers numerous benefits for both academicians and media practitioners. Academicians will gain insights on integrating digital tools into curricula and exploring emerging research areas, fostering innovation and collaboration. The conference also explores the evolving roles and responsibilities of media professionals. It will feature four international keynote speakers participating virtually and thirteen nationally renowned figures from academia and the media industry in the plenary sessions. Additionally, there will be two panel discussions on the entertainment industry and news media, with participation from six media practitioners. We look forward to welcoming you to UCP.

CONFERENCE ORGANIZERS

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University of Central Punjab, Lahore, Pakistan.

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Dr. Atif Ashraf
HoD & Assistant Professor
Faculty of Media and Mass
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Lahore, Pakistan.

CONFERENCE COLLABORATORS

University of the Punjab

The University of the Punjab, Lahore, was established in 1882. It is Pakistan's largest and oldest seat of higher learning. The University comprises five campuses, 19 faculties, 8 constituent colleges, and 138 departments, centers, and institutes. The Department of Communication and Media Research was established in 2020 to promote quality media research in Pakistani society. DCMR also aims to create a nursery of emerging media practitioners who can play their part in shaping society's opinion towards positive change.

Government College University

The Institute of Media and Communication Studies at GC University Lahore is a highly respected institution for media education. It is committed to providing an excellent learning experience to the media industry's future students. The curriculum is designed to equip students with the skills and knowledge needed to succeed in today's fast-paced media landscape. The faculty comprises experts in the field of media and academia who are dedicated to instilling creativity and critical thinking.

Superior University

Superior University's approach emphasizes innovation, experiential learning, and action-oriented education. It prepares students for the future by instilling innovative thinking, hands-on craftsmanship, and adaptability to 21st-century market-ready skills. The School of Media Studies focuses on studying and practicing various forms of media communication, including journalism, broadcasting, advertising, public relations, and digital media. Students develop essential writing, editing, reporting, and multimedia production skills through rigorous coursework, practical training, and research opportunities. .

CONFERENCE COLLABORATORS

University of South Asia

The University of South Asia is an outstanding institute utilizing research, innovation, and education to enhance Pakistan and the world. Its objective is to equip future leaders with tools for success, impacting everyone's future. Faculty are passionate educators and mentors committed to enabling students' full potential. The Department of Media Studies equips students with research skills, critical thinking, and observation for accurate societal representation. It prepares students for journalism, news anchoring, film making, and blogging careers.

Beaconhouse National University

Beaconhouse National University (BNU) in Pakistan is known for its dedication to academic excellence and innovative educational approaches. The School of Media and Mass Communication at BNU offers programs in Journalism, Media Studies, Communication, Immersive Media, Theatre, Film, TV, MS Public Relations, and Advertising, fostering a creative and critical learning environment. BNU consistently produces outstanding media and mass communication professionals, reflecting its commitment to superior education and professional

University of Narowal

The Department of Mass Communication and Media at the University of Narowal is revolutionizing media education in Pakistan. It offers courses covering various aspects of mass media, providing students with industry-specific skills and knowledge to prepare them for careers in media and communication. Under the visionary leadership of Vice Chancellor Dr Muhammad Younas, UON serves as a higher education centre promoting advanced research for knowledge generation.

CONFERENCE COLLABORATORS

Lahore College for Women University

Lahore College for Women University, established in 1922, is a leading institution for women's education in Pakistan, with over 16,000 students and 500 faculty members. The Department of Mass Communication offers BS, MS, and PhD programs and aims to provide quality education to women. Equipped with media labs, including a TV studio, FM radio station, web TV, and photography lab, the department provides hands-on training for practical skills.

University of Management and Technology

The University of Management and Technology (UMT) was founded in 1990 by leading professionals to enhance organizational and individual effectiveness. UMT's School of Media and Communication Studies (SMCS), established in 2005, offers innovative BS, M.Phil, and PhD programs. SMCS boasts state-of-the-art media labs where students hone their skills under expert guidance in documentary production, film making, theatre, and music. SMCS's faculty comprises seasoned professionals and scholars with diverse international backgrounds, enriching the learning environment.

Lahore Leads University

Lahore Leads University, established in 2005, is a private-sector university offering bachelor's, master's, and associate degrees across 14 and 9 disciplines, respectively. The Department of Mass Communication provides ADP, BS, MPhil, and professional MPhil programs. The department has launched its own cable/satellite TV channel. It aims to establish a university radio station, enabling students to gain practical experience alongside theoretical studies. The curriculum equips students with the skills and expertise to thrive in Pakistan's media industry.

Minhaj University

Minhaj University Lahore, founded in 1986 by Shaykh-ul-Islam Prof. Dr Muhammad Tahir-ul-Qadri, is committed to nurturing students' career development through academic knowledge and discernment. The institution's "maturity with purity" philosophy encourages students to realize their intellectual and personal growth potential. The School of Media and Communication Studies, established in 2010, focuses on cultivating proficient professionals through an innovative approach that emphasizes practical experience and critical thinking, preparing students for diverse career opportunities.

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Playwright & Executive
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Irshad AhmadArif
Group Editor, 92 News.

Prof. Dr. Bushra Hameedur Rahman
Dean, School of Media and Communication,
BNU, Lahore.

Amna Mufti
Screenwriter, Columnist &
Novelist

Habib Akram
Suno TV

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Ajmal Jami
Anchor, Aik News Channel.

Prof. Dr. Altaf Ullah Khan
Dean, Faculty of Humanities,
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NATIONAL SPEAKERS

Prof. Dr. Noshina Saleem
Director of the School of
Communication Studies
University of the Punjab.

Saad Rasool
Analyst at Dunya TV &
Advocate Supreme Court

Shazia Zeeshan
Anchorperson & Senior
Journalist, 92 News HD

Faisal Warraich
V-logger and Storyteller

Awais Hameed
Head of News,
Talon News HD

Dr Ahmar Sohail
Station Director,
Radio Pakistan,
Lahore.

Mr. Hassan Zaidi
Filmmaker & Faculty
Member at NCA,
Lahore

Dr. Qaisar Abbas
Assistant Professor at BNU

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Opening and Plenary Session - I

Title: Practices of Journalism, Entertainment Media, and Theatre in the Digital Age
Day 1: May 29, 2024 (Wednesday)
Time: 09:30 AM to 12:00 PM
Host: Ms. Tabina Sirhindi

Participants

Welcome Note: Dr. Fawad Baig, Dean at FMMC, UCP.
Media in the Digital Age: What to be Aware of and How to be Aware Prof. Dr. Scott Campbell, University of Michigan, USA.
Digital Photojournalism in the Age of AI: Key Issues for Global Communication Prof. Dr. Stuart Allen, Cardiff University, UK.
Theatre and Entertainment TV: Taking the Lead or Staying on the Leash Mr. Shahid Nadeem, Executive Director, Ajoka Theatre.
Evolving Practices in Opinion Writing Mr. Irshad Ahmad Arif, Group Editor, 92 News.
Do Opinion Columns Influence People? Mr. Suhail Warraich, Senior Editor at Daily Jang
Navigating Online Challenges: Media Studies in Higher Education in Pakistan and Future Directions Prof. Dr. Bushra Hameedur Rehman, Dean, School of Media and Mass Communication, BNU.
Digital Arena and conventional media. How to Move Forward? Mr. Ajmal Jami, Anchor at Aik News
Radio in the Digital Age: Practice and Prospects in Pakistan Dr. Ahmar Sohail, Station Director, Radio Pakistan Lahore.

Plenary Session - II

Title: Adaptability of Media Education in the Digital Age
Day 2: May 30, 2024 (Thursday)
Time: 09:30 AM to 12:00 PM
Host: Dr. Hina Adeeb

Participants
Transnational Media in the Digital Age Prof. Dr. Lee Artz, Purdue University Northwest, USA.
To What Extent Can Media be the Critical Saviour of Humanity in the Digital Age? Dr. Mahmood Chandia, University of Central Lancashire, UK.
Challenges and Opportunities for Media Institutions in the Digital Era Prof. Dr. Anjum Zia, Dean, School of Media and Communication Studies, UMT.
From Zoom to ChatGPT: Changing Roles of Technology in Journalism Education Prof. Dr. Altaf Ullah Khan, Dean Faculty of Humanities, FCCU.
Effectiveness of Digital Media in Education: Issues, Opportunities, Recommendations, and Future Prospects Prof. Dr. Noshina Saleem, Director School of Communication Studies, University of the Punjab.
New Media and New Skills Mr. Habib Akram, Journalist, Suno TV
Democracy, Censorship and Media Freedom Mr. Saad Rasool, Analyst at Dunya TV & Advocate Supreme Court
Closing Remarks: Dr. Hadia Awan, Pro-Rector, UCP.

Panel Discussion - I

Title: TV, Film and Theatre Studies in Digital Age: Challenges and Opportunities

Moderator: Mr. M. Kamran Butt, FMMC, UCP.

Day 1: May 29, 2024 (Wednesday)

Time: 03:00 to 04:00 PM

Participants
Ms. Amna Mufti (Screenwriter, Columnist and Novelist)
Dr. Qaisar Abbas (Assistant Professor at BNU, Lahore)
Mr. Hassan Zaidi (Faculty member at NCA & Filmmaker)

Panel Discussion - II

Title: Evolving Practices of Content Creation, Presentation and Editorial Control

Moderator: Dr. Atif Ashraf, FMMC, UCP.

Day 2: May 30, 2024 (Thursday)

Time: 03:00 to 04:00 PM

Participants
Mr. Faisal Warraich (Vlogger and Storyteller)
Ms. Shazia Zeeshan (Anchorperson at 92 News HD)
Mr. Awais Hameed (Head of News, Talon News HD)

Abstracts

Digital feminism in Pakistan: Analyzing Facebook's role in shaping gender narratives

Ayesha Sagheer & Fahad Aziz
School of Media & Mass Communication, BNU

Abstract: In contemporary times, social media platforms have become a hub for advocating feminist ideologies. Facebook, with its widespread global reach, acts as an integral tool in disseminating feminist narratives, predominantly in countries like Pakistan where patriarchal practices profoundly influence gender discourse. This study aims to explore the role of Facebook in projecting gender advocacy in Pakistan, focusing on feminist narratives. It seeks to understand the dynamics of online feminist advocacy, and how it shapes the female perceptions towards gender equality in Pakistan. Utilizing, qualitative research approach, the study analyzes content from selected Pakistani feminist Facebook pages, including posts over a 6-month period. Qualitative content analysis along with semi-structured interviews with active users of the selected pages provide deeper insights into the motivations, challenges, and successes of online gender advocacy. Findings indicate that Facebook pages dedicated to feminism in Pakistan play a significant role in raising awareness about gender issues, challenging societal norms, and fostering a sense of community among advocates. However, the study also highlights the complexities of online advocacy, including backlash, censorship, and the digital divide, which can limit the reach and impact of feminist narratives. This study highlights the importance of Facebook as a platform for gender advocacy in Pakistan, offering a space for feminist voices to be heard and to influence public discourse. It also points to the need for strategies to navigate the challenges faced by online activists, suggesting that digital platforms can significantly contribute to the feminist movement in Pakistan if leveraged effectively.

Keywords: Gender Advocacy, Feminism, Social Media, Facebook, Pakistan, Digital Activism

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Digital emotions: Exploring emotional branding in viral marketing campaigns

Fatima Salman & Werdah Munib
School of Media & Mass Communication, BNU
Abstract: Viral marketing has become an indispensable strategy for achieving rapid brand exposure and engagement. This study delves into the phenomenon of emotional branding within viral marketing, exploring its crucial role in resonating with audiences and enhancing content share ability. This emotional connection, in turn, fosters brand loyalty and customer engagement. Drawing on the theory of emotional contagion, this study examines the emotional branding strategies used in viral marketing unveiling the emotional factors that contribute to its virality. By utilizing qualitative research methodology, 20 in-depth interviews from the field of advertising and marketing retrieved through purposive sampling technique have been conducted in order to extract insights into the emotional dynamics that underpin successful viral marketing campaigns. The research identifies prevalent emotional branding strategies, themes, and narrative elements that are pivotal in cultivating viewer engagement and fostering brand loyalty. The findings reveal that emotional branding acts as a powerful catalyst for viral marketing, primarily because it taps into human emotions, making the content highly relatable and engaging. Emotional branding strategies, such as the use of poignant storytelling, humor, and inspirational messages, influence the emotional responses of the audience. This research contributes to the understanding of viral marketing dynamics by providing practical insights for marketers aiming at the development of targeted viral marketing strategies that can lead to substantial brand growth and visibility in the digital age.
Keywords: Viral Marketing, Emotional Branding, Digital Marketing Strategies, Emotional Contagion, Emotional Responses

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Visual advocacy in action: An analysis of climate change narratives on Facebook in Pakistan

Farah Kazmi & Werdah Munib
School of Media & Mass Communication, BNU
Abstract: The adverse impacts of climate change in Pakistan - ranging from severe weather events to acute water shortages - pose significant threats to the country's ecological balance, economic stability, and public health. As these environmental challenges jeopardize the agricultural sector and heighten risks for vulnerable

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communities, there is an urgent need for robust climate change advocacy. Social media platforms, particularly Facebook, with its expansive reach and diverse functionalities, play a critical role in amplifying environmental campaigns. This study explores the effectiveness of visual advocacy in climate change campaigns on Facebook, aiming to drive societal awareness and action across various levels from local communities to national governance. Employing a qualitative thematic analysis of five Facebook pages related to climate change in Pakistan, this research examines the visual themes presented in these environmental advocacy campaigns. This study further explores the resonance of these visuals with the audience, by conducting 15 semi-structured interviews to gather user perceptions and engagement levels. Additionally, the study uses purposeful sampling to select participants who provide in-depth insights into environmental advocacy and visual communication by being active users of these pages. The findings reveal that strategic visual content on Facebook significantly influences user engagement and aids in mobilizing public discourse on climate change. The visual themes identified include imagery depicting the immediate impacts of climate change, community mobilization, and infographics that simplify complex data. These elements not only increase awareness but also foster a sense of urgency and a call to action among viewers. The study synthesizes these insights into actionable guidelines for creating tailored visual advocacy strategies, aiming to enhance the efficacy of climate change campaigns. By understanding the preferences and perceptions of Facebook users regarding visual content, campaigners can optimize their approaches to ensure greater impact and participation. This paper contributes to academic discussions on visual advocacy and offers practical recommendations for utilizing social media platforms to advance environmental campaigns in Pakistan. It underscores the potential of visual communication in engaging audiences, driving meaningful action, and shaping public and policy responses to climate change.

Keywords: Visual Advocacy, Climate Change Communication, Social Media Campaigns, Environmental Awareness, Environmental Issues

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Evaluating the ethical considerations of digital journalism: A case of General Election Pakistan 2024

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Mohib Haroon & Ahmad Amin
School of Media & Mass Communication, BNU
Abstract: This study aims to evaluate the ethical considerations inherent in digital journalism, with a specific focus on the coverage of the 2024 General Election in Pakistan. The research conducts a qualitative content analysis of YouTube journalists, namely Sami Ibrahim, Imran Riaz Khan, and Syed Haider Ali, to assess their adherence to ethical standards in reporting on political events. The methodology employed in this study involves a systematic analysis of video content uploaded by the aforementioned journalists during the period surrounding the 2024 General Election in Pakistan. The analysis focuses on identifying key ethical considerations such as accuracy, fairness, objectivity, and transparency in their reporting. The sample consists of a comprehensive selection of videos published by Sami Ibrahim, Imran Riaz Khan, and Syed Haider Ali on their respective YouTube channels during the election period. The selection criteria include videos directly related to the coverage of political events, speeches, rallies, and analysis pertaining to the General Election. Findings reveal the varying degrees of adherence to ethical considerations among the studied journalists. While some demonstrate a commitment to accuracy and fairness in their reporting, others exhibit tendencies towards sensationalism, bias, or lack of transparency. The study underscores the importance of ethical considerations in digital journalism, particularly in the context of political coverage during significant events such as general elections. It highlights the need for journalists to uphold professional standards of integrity, impartiality, and accountability in their reporting, especially in the era of digital media where misinformation and sensationalism can easily proliferate.

Keywords: Ethical considerations, Digital journalism, General Election, Credibility

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The role of digital media platforms in reducing health inequalities among women from disadvantaged backgrounds

Mustabshera Quddus
Department of Mass Communication, Lahore Leads University
Abstract: Digital media platforms have emerged as a pivotal part of health communication offering new opportunities for health promotion and prevention of diseases. These platforms hold the

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potential to bridge health disparities by providing women with access to health information and resources irrespective of their socioeconomic status or location. The present study aims to assess the effectiveness of digital media platforms (Independent Variables: including social media, health apps, and online forums) in reducing health inequalities among women (Dependent Variables: Health Literacy: The ability to understand and use health information to make health decisions) This study will employ a quantitative survey methodology to collect data on the use of digital media platforms in accessing health information and services, the effectiveness of these platforms in improving health outcomes, and the barriers and facilitators to their use. The survey will be administered to a sample of 400 women from city Kasur. The sample will be selected using a stratified random sampling method, ensuring that the sample is representative of the population of women in terms of age, income, and geographic location. The sample will include women from both urban and rural areas, with a focus on women from disadvantaged backgrounds. The survey will be administered online and with the option for paper surveys for women who do not have access to the internet. The survey will include both closed-ended and open-ended questions to collect quantitative data. The data will be analyzed using statistical software, with the use of descriptive and inferential statistics Thematic analysis will be used to analyze the qualitative data, with the identification of themes related to the barriers and facilitators to the use of digital media platforms. This study will provide valuable insights into the role of digital media platforms in reducing health inequalities among women. The findings will inform the development of interventions and policies aimed at leveraging digital media platforms to improve health outcomes for women from disadvantaged backgrounds, ultimately contributing to the reduction of health inequalities.

Keywords: Digital Media Platforms, Health Inequalities, Women, Disadvantaged Groups

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Framing of house maid's violence in Daily Jang and Daily Dunya

Kiran Hamid & Dr. Hilal Fatima
Department of Mass Communication, Lahore Leads University

Abstract: The problem of violence against housemaid in Pakistan is an important on going issue which is strongly connected with idea that how newspapers portray the issue. In society, newspapers play a big role in telling stories. They choose which information to include to help us understand what's happening (Entman, 1993; Goffman, 1974). Housemaids, who mostly come from poor families, do important work in many homes. Sadly, they're often treated badly and they have to face verbal, physical, and sexual violence. It's important to see how newspapers talk about this (International Labour Organization [ILO], 2013; Siddiqui, 2018). In our research, we are applying content analysis in accordance with framing theory to evaluate how Daily Jang and News portray the reports. The analysis is divided into two parts. In the first part, we have developed the code sheets of the reports collected from the newspaper. In the second part, we have applied content analysis using the code sheets to analyze the frame being used in the news reports mentioned in Daily Jang and Dunya News. According to framing theory, episodic framing highlights individual incidents, whereas thematic framing focuses on the collective societal understanding. The responsibility frame involves discussions regarding accountability for the violence, while the consequences frame explores the outcomes of such violence. Human interest framing aims to highlight the personal and human aspects of the issue, while the morality frame involves discussing the ethical dimensions of the situation. The investigation delves into the discursive strategies employed by media outlets. Upon applying content analysis, it was found that the responsibility frame was most commonly used frame in news reports. Critical Discourse Analysis (CDA) was also applied on selected news reports. The critical discourse analysis indicates that while Daily Jang and Dunya News show similarities in news framing, their alignment reflects broader patterns of media consolidation and ideological convergence in the Pakistani media landscape. Through a critical content analysis, the research seeks to contribute to academic discourse and a broader cultural understanding that prompts reflection, challenges stereotypes, and advocates for societal change.
Keywords: Framing, Newspaper, Violence Against Women, Representation, Domestic Violence, Content Analysis, CDA

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The awareness levels of environmental conservation practices among the media users of the Malakand Division

Intikhab Alam & Dr. Abdul Shakoor

Department of Mass Communication, Lahore Leads University

Abstract: Environmental Change is a significant global issue, and the media is one of the main sources of information about environmental change awareness. This study aims to investigate the media users understanding of environmental conservation methods in Khyber Pakhtunkhwa's Malakand Division. This study is quantitative in nature, and survey data collection was used. A simple random sampling method was used to gather data from 446 media users in the Malakand Division's Dir Lower, Malakand, Swat, Bajaur, and Chirtal districts. To determine a representative sample, the sample was computed using an online sample calculator. Data was examined using both descriptive and inferential statistics using the Statistical Package for Social Sciences (SPSS). It has found that the majority of the residents of Malakand division consumed time with different media for awareness about environmental issues but social media is the most effective source of information and awareness regarding environmental issues. The Chi-squre test results confirmed the relationship between media exposure and environmental conservation practices significantly with *P value, 0.001*. The findings of Chi-Sqaure *p-value of .029* also disclosed that there is a strong correlation between environmental conservation practices and social media as compare to television. Additionally, the relationship test also supported the assumption the television is more effective about environmental conservation practices awareness and public opinion change than print media with *P value, 0.003*. It is recommended that public should actively participate in environmental conservation discourse through awareness campaigns. The media outlets to prioritize environmental issues and enhance coverage through dedicated segments; investigative reporting; and feature articles to raise awareness, similarly, the government should focus on policy integration and brought up legislative reforms for environmental conservation and biodiversity protection.

Keywords: Conservational Practices, Environmental Change, Media Awareness

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Influence of business organizations on media dissemination

Ali Abbas

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Abstract: This study explores the influence of business organizations on the process of Media dissemination. Many recent studies indicate that there are a number of factors that may influence the process of news dissemination. The manipulative power of business organizations or corporate sector to influence media policies and news content is one of them. Journalists and specifically gatekeepers play a crucial role in the process of news making. Furthermore, a number of media organizations are owned by business conglomerates or relies on advertisements of business sector to generate revenues and make profits. Therefore, it is important to be acquainted with the influence of the business organizations on media and particularly on the process of news dissemination and gatekeeping. There are, though, some studies have been accomplished in relation to communication studies. The present study explores the influence of business organization as an instrument to promote the agenda of corporate sector and how they influence on gatekeeping process in a media organization. Moreover, this study delves into the intricate relationship between the corporate sector and the media industry traditional and nontraditional, unraveling the multifaceted ways in which each influences shape the other. Corporate sector, as a cornerstone of economic development, significantly impacts media through its capacity to generate compelling narratives, set societal trends, and wield considerable economic and political influence. Conversely, media platforms play a pivotal role in shaping public perceptions of business conglomerates, influencing market dynamics, and reflecting societal values that, in turn, impact corporate trends. Key focal points include the role of media in shaping public perceptions, the portrayal of business conglomerates in popular culture, the impact of media coverage on media conglomerates, and the symbiotic relationship between advertising revenues and influence of corporate sector on media. Understanding the interdependence of the corporate sector and media provides valuable insights for policymakers, industry professionals, and media gatekeepers. Recognizing the influence of business organization on media is crucial for fostering informed public discourse and shaping responsible media policies. Ultimately, this research contributes to a more comprehensive understanding of the dynamic interplay between

corporate sector and media, offering a foundation for future studies and strategic decision. The study, through survey aims to investigate the perceptions of the journalists for the possible influence of business conglomerates through advertising and public relations, on news media in Pakistan. A sample of 350 journalists was selected randomly from Lahore and Islamabad. Findings show that journalists believe that corporations through advertising, consolidation and public relations influence news media corporations both at a macro and micro level and this influence is exerted on the journalists not directly but through the policies of ownership.

Keywords: Business Organizations, news dissemination

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Climate change communication on social media platforms, Facebook, Twitter, and YouTube

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Abstract: Climate change research was focused on traditional media, such as news coverage of climate change and pro-environmental campaigns, but now scholars are more interested in doing climate change communication research on the role of social media platforms, such as Facebook, Twitter and YouTube. There is an opportunity for information, discussion and mobilization through social media platforms; first, social media platforms have been used by scientists, social activists, journalists and common people to receive and share thoughts about environmental issues such as deforestation, pollution, heat waves and floods. Social media platforms are in use of academicians and policy makers for climate change research. Second, scientists and journalists use social media platforms as place to discuss and criticize on policies and media coverage of climate change with ordinary people. Finally, social media platforms have been used for coordination in rescue and relief operation after a calamity. It is observed that most of research on climate communication is of quantitate nature. To address this gap, interviews will be conducted with different academicians, journalists, and policymakers. These interviews will aim to identify distinctive themes, narratives, and arguments regarding the natural environment as represented and received across different social media platforms.

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High impact practices in media education: Perspective of Pakistani university students

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Abstract: This study explores the perspective of Pakistani university students on high impact practices in media education. The objectives of the research were to identify the most effective teaching strategies and learning experiences in media education and to understand their impact on students learning outcomes. A mixed-methods approach was employed, utilizing survey questionnaires of 100 Pakistani university students studying media and communication. The findings revealed that hands-on practical experiences, industry internships and collaborative projects were considered the most impactful practices in media education. These experiences were believed to enhance student's skills, knowledge and employability in the media industry. However, the study also identified challenges experienced by students such as limited resources and lack of exposure to new technologies. Overall, these findings provide valuable insights for media educators and policymakers in Pakistan, highlighting the importance of incorporating high impact practices into media education curriculum to better prepare students for future careers in the dynamic media industry.

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Blogging and parenting: influence of Instagram bloggers on mothers

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Abstract: As social media continues to dominate contemporary lifestyles, mothers are increasingly relying on the internet to search for parenting information, tricks and tips. The research study, aimed to explore and investigate the influence of Instagram bloggers of mothers ages between 21-30 years. The study's focused on exploring how mothers rely on Instagram bloggers for information, knowledge,

and solutions to parenting challenges. The study aimed to understand the extent of time mothers spend on Instagram blogging and how they address child-related issues. Survey research design has been utilized as a data collection tool by using pre constructed questionnaire screened after pilot study. A total of 212 respondents were filled by purposive sampling technique from the Lahore City. The results supported the uses and gratification theory. The results show that 74% of the respondents were using Instagram regularly for their interacting with bloggers posts, stories. The percentage of mothers who engage on Instagram bloggers parenting content once a day was above 50%. It shows that more than 59% of mothers feel pressured to meet certain parenting standards after seeing content from Instagram bloggers. The results indicated that Instagram bloggers held a favorable view of mothers' parenting practices and decision-making, emphasizing the need for mothers to regularly check Instagram. Additionally, it suggested that mothers seek advice from these bloggers for any child-related issues.

Keywords: Blogging, Parenting, Instagram, Influence of Bloggers

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Showbiz celebrity media diet creating materialism in young girls

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Abstract: This study investigated the influence of a celebrity media diet on the development of materialistic attitudes in young girls. The study's main objective is to understand how exposure to celebrity media and materialistic content affects the attitudes and behaviors of young girls. Cultivation theory was employed as theoretical support. The study used a survey method with 200 young girls from Lahore who consume many celebrity-related media. The findings showed that, depending on individual traits and reasons for following celebrity media, the influence of entertainment celebrity media on young girls' values and attitudes towards consumerism differed. Even though there was no connection between the entertainment celebrity media diet and materialistic attitudes in some groups, there was a connection among individuals who were influenced by celebrities' lavish lifestyles or believed that social media had distorted their views. The results point to additional studies and emphasize the need

to encourage positive attitudes and behaviors in young girls in the face of media exposure.

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Digital media: Facilitating religious awareness among Pakistani youth

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Abstract: In this era of digitalization, social media is incorporated in the lives of youth as an important component. It has become an essential part of their lifestyle for developing connections, accentuate learning and enhance their creativity. Digital platforms particularly YouTube provide the opportunity to its users to access, learn and practice whatever information they seek. This research paper explores how and why youngsters utilize the religious content uploaded on YouTube by various Muslim scholars and speakers for their learning. It focuses on how it contributes in creating religious understanding, knowledge and awareness among Pakistani youth. In order to have in depth understanding of the phenomena, qualitative research approach was employed. Four Focus Group Discussions (FGDs) were conducted. Two FGDs were conducted comprised of male respondents and two FGDs were comprised of female respondents. All participants (Aged: 15yrs-24yrs) of the study were actively using You Tube for religious awareness. Participants were encouraged to open discussion to understand their motivations for using YouTube as medium for seeking religious knowledge, their experiences about learning, their perceptions about the content delivered, and the influence of the scholars on their religious inclination. Purposive sampling was used for the selection of the sample. Thematic analysis was employed as data analysis technique to identify recurring patterns, themes, and insights emerging from the data gathered from FGDs. Major themes derived from data obtained from FGDs were religious awareness, spiritual uplifting, accessibility, extensive knowledge of religion and adaptability. In light of themes and sub-themes it was revealed that YouTube is one of the most engaging medium for gaining in depth knowledge of religion because it provides an easy access to the religious content. In addition to this

"authentication of the content" was observed to be one of the inevitable challenge and concern for the respondents.
Keywords: YouTube, Islamic Scholars, Religious Awareness

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Role of social media in promoting aesthetic treatments among young girls

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Abstract: This abstract examines the role of social media in promoting aesthetic treatments among young girls. Social media platforms have become pervasive in today's society, influencing various aspects of people's lives, including beauty standards and body image ideals. Young girls, in particular, are increasingly exposed to a multitude of images and messages promoting the importance of physical appearance and the pursuit of beauty. This research investigates the impact of social media on the attitudes and behaviors of young girls regarding aesthetic treatments. It explores how platforms such as Instagram, TikTok, and YouTube contribute to the normalization and desirability of cosmetic procedures, such as facial fillers, lip enhancements, and body contouring. The study delves into the specific factors that make social media an influential medium for promoting these treatments, including the presence of influencers, celebrities, and advertisements. The research methodology involves a Survey method of 100 people, literature review, encompassing academic studies, industry reports, and expert opinions. The findings of this study reveal that social media plays a significant role in shaping young girls' perception of beauty and promoting the desirability of aesthetic treatments. The exposure to carefully curated images, filtered content, and edited visuals creates unrealistic beauty standards, which young girls strive to achieve. The influence of social media influencers, who often endorse or document their own cosmetic procedures, further amplifies the desire for aesthetic enhancements among young girls. The implications of these findings highlight the need for increased awareness and education regarding the potential risks, limitations, and ethical considerations associated with aesthetic treatments. It emphasizes the importance of promoting positive body image, self-acceptance, and mental well-being among young girls in the digital age.

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Investigating the link between social media screen time and adolescent suicidal ideation: A validation of the Helena Sedentary Behavior Scale

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Abstract: In the contemporary digital terrain, adolescents are extensively engaged with screens, raising concerns about the viable repercussions on their mental well-being. This research delves into the formidable association between screen time and escalating rates of adolescent suicidal ideation, propelled by the increasing use of screens, accentuating the root of understanding how screen exposure influences the emotional health of school children. The study validates the HALENA Sedentary Behavior Scale, an established measure of suicidal ideation, through a survey conducted in Lahore among school students aged 14 to 18. The sample size comprised 500 participants selected via convenient sampling from two public and two private schools. The results reveal a significant correlation between screen time and adolescent suicidal ideation, with evidence suggesting a clear link to heightened susceptibility influenced by disrupted sleep patterns, cyberbullying, and social detachment. It highlights the urgent need for comprehensive interventions to address mental health challenges for school children. This study urges diverse stakeholders to adopt an exhaustive strategy for promoting a healthy digital environment for future generations and also accentuates the critical need to address the complex relationship between screen time and adolescent mental health in contemporary discourse on technology and well-being.

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The relation between food Vloggers and consumer restaurant choices

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Abstract: Food vloggers have become key players in influencing consumer behavior within the restaurant business due to the

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emergence of social media and the rising popularity of food-related content. Good WOM (World of Mouth Marketing) has a considerable impact on consumer decisions to choose restaurants. This paper examines the interaction between food vloggers and consumers' restaurant preferences, looking at how food vlogging affects people's decision-making when choosing restaurants, the goal of this study is to look into the numerous aspects that impact consumer restaurant preferences and the possible repercussions for both companies and customers. This research paper tries to track down some variables that manipulate diner's restaurant selections. A survey was conducted and responses from 200 young male and females were collected. The findings show that consumers rely on trustworthy vloggers, and it is also the source of social interaction. Which comes with positive influences on both, the taste and visit This paper also pursues to indicate the major consequences faced by consumers after following the footsteps of vloggers. Vloggers entice the youngster with different strategic styles. The result of the study found that vloggers have an impactful effect on consumers by choosing the restaurant.

Keywords: Consumers, Social Media Vloggers, Strategic Campaign, Youth

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The political and non-political use of Instagram by female Pakistani politicians

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Abstract: Earlier research has shown that male politicians typically receive more prominent coverage in the traditional media than female politicians (Basow, 2016). Social media platforms provide a real opportunity for these female politicians to project themselves in the way they want. Instagram's capabilities, which mainly rely on visual content, make it more appealing to female politicians than Twitter (Prihatini, 2020). This study examines how Pakistani female politicians are projecting themselves on Instagram, in a serious way or reinforcing the same stereotype of traditional media and how audience engagement is affected by this. In order to achieve this objective, a quantitative content analysis was done of Instagram posts by female politicians of PMLN, PTI, and PPP. We selected two female

politicians from each party and collected 100 posts per candidate. Instagram pages of Maryam Nawaz and Hina Pervaiz Butt from PML-N, Zartaj Gul and Sania Kamran from PTI and Sherry Rehman and Faryal Talpur from PPP were analyzed. The results of content analysis indicate that female politicians utilize Instagram for self-presentation as opposed to political purposes. They did not use Instagram to raise issues that were more important. There were many differences among the patterns of communication on the Instagram pages of female politicians from different parties. Sherry Rehman from PPP talked more about issues like climate change, poverty or welfare, business or economy. Hina Pervaiz Butt from PML-N was more communicative about women's or human rights issues and promoted young people's education. PPP (Pakistan People Party) female politicians interacted more with other people as compared to other parties. PML-N (Pakistan Muslim League –N) female politicians looked more like celebrities. PTI (Pakistan Tehreek-e-Insaf) female politicians used Instagram for political posts as compared to other female politicians. Maryam Nawaz's public engagement on Instagram posts was higher than that of other female politicians. Hina Pervaiz Butt had the second highest level of public engagement, followed by Faryal Talpur in third place, Zartaj Gul in fourth place, and Sherry Rehman in fifth place while one of the selected politicians, Sania Kamran even restricted the comments on her posts. The outcome of the study was that female politicians use Instagram solely for self-promotion and self-visualization. They are unconcerned about any political difficulties that the public is facing, and the average number of social issues raised on Instagram was very low.

Keywords: Female Politicians, Instagram, Self-Visualization, Personalization

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Effects of Pakistani TV dramas on religiosity of its viewers

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Abstract: The objectives of this study was to investigate the perception of audience regarding religious content in Pakistani dramas and its relationship with viewer's religiosity. In order to achieve these objectives, survey method was used. Data was collected

through a five-point Likert scale questionnaire. The questionnaire included questions on demographics, religiosity scale (Khan, 2014) and the viewing pattern of Pakistani TV dramas. Total of 250 respondents filled out the questionnaire. This survey results suggest that the perception of audience regarding religious content is positive (M =22.68, SD=4.9), the respondents normally believe that Pakistani TV dramas promote religious content. The participant acknowledged that Pakistani TV dramas have a beneficial impact, they also acknowledged that Pakistani TV dramas have a large impact on how people view religion. Results also indicated that the overall religiosity of the respondents is of medium level (M =22.68, SD=4.9). We applied a Spearman rho correlation to investigate the relationship between the religiosity of individuals and frequency of watching TV dramas. The results did not show any statistically significant relation between the two (r (250) = -.080, p = .209). It seems that the religious level of individuals is not related or affected by the frequency of watching dramas. pg. 2 Pearson correlation was applied to examine the relationship between religiosity and viewers' perception regarding religious content in Pakistani dramas. The results of the tests revealed a statistically significant relation between the two variables (r (248) = .202, p = .001). This indicates that there is a positive correlation between these variables, suggesting that individuals who perceive a greater promotion of religious content in Pakistani dramas tend to have higher levels of religiosity. However, the strength of the correlation is weak. This also indicates indirectly that the individuals who are religious in nature they may tend to watch Pakistani TV dramas more because they believe that religious content shown in Pakistani TV dramas.

Keywords: TV Dramas, Religious content, Religiosity

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Role of internet advertising on customer satisfaction with mediating effect of brand knowledge

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Abstract: This study investigates the intricate relationship between online advertising, brand knowledge, and customer satisfaction in e-commerce. Drawing upon a survey-based approach, data was collected from 200 students across prominent universities in Lahore,

Pakistan. Employing the Elaboration Likelihood Model (ELM), the analysis reveals compelling insights into consumer behavior and attitudes towards online advertising. Results indicate a strong inclination towards online shopping among respondents, with a significant portion expressing satisfaction with online advertisements. Brand knowledge emerges as a pivotal factor influencing customer satisfaction, mediating the impact of online advertising on consumer behavior. Findings underscore the importance of establishing a robust brand presence and utilizing effective online marketing strategies to enhance customer satisfaction and competitive advantage in the digital marketplace. Importantly, the study provides practical implications for businesses, offering guidance on how to navigate the dynamic landscape of e-commerce and digital marketing. This research contributes to academic understanding and provides actionable insights for businesses.

Keywords: Advertising, Brand Knowledge, Mediating Effect

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Social media and colorism: Perceptions of youth regarding role of social media in creating color stereotypes

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Abstract: This research aims to explore the relationship between social media and colorism, specifically focusing on the perceptions of youth regarding the role of social media in perpetuating color stereotypes. Colorism, a form of discrimination based on skin color, is a pervasive issue affecting individuals across various cultures and societies. With the increasing influence of social media platforms, it is essential to understand how these platforms contribute to the reinforcement or challenging of color stereotypes, particularly among young individuals who are avid users of social media. The research methodology employed for this study consist of quantitative research design. Quantitative data is collected through surveys with 100 youth participants to gather their perceptions, experiences, and beliefs concerning colorism and social media. The findings of this research will shed light on the ways in which social media platforms impact the formation and perpetuation of color stereotypes among youth. It explores the role of social media in disseminating beauty standards, showcasing biased representations, and creating idealized notions of

skin color. By delving into the perceptions and experiences of youth, this research aims to provide insights that can inform interventions and strategies for addressing colorism within the context of social media. It will contribute to existing literature on colorism and serve as a foundation for future research and policy initiatives aimed at fostering a more inclusive and equitable online environment. Ultimately, the findings of this study can support efforts towards dismantling color stereotypes and promoting a more inclusive understanding of beauty and self-worth.

Keywords: Social media, Colorism, Stereotype, Youth, Self-worth

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Role of social media as a resource to counteract stigma of mental health care through awareness and positive perception

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Abstract: Social media provides excellent opportunities for interaction, information, knowledge, entertainment, and whatnot. It is indisputable that social media greatly influences awareness generation and the shaping of narrative or perception building. Pakistan has very few mental health programs, and the area of mental health is either equally ignored or given the least priority. In such situations, health communication plays a vital role in providing and promoting awareness regarding anxiety disorders in Mental health care. It has the power to shape the perspective of society in such a way that mental health care won't be stigmatized. The study's objective is to analyze the impact of social media as a source that prevents stigma associated with mental health issues by raising awareness and building positive perceptions and whether the audience obtains guidance and help from social media regarding anxiety disorder mental health issues. Elaboration Likley Hood Model was taken as Theoretical support. Three anxiety disorders were addressed in the study, i.e., eating disorders, post-traumatic stress disorder, and Social phobia. A quantitative research method, i.e., a Survey, was used to gather the results. In which systematic probability sampling method is applied. The population size was 200 individuals. The findings of the study showed that Social media provides awareness regarding anxiety disorder-related issues. The narrative of

the audience seeking treatment for the mental health issue is not a stigma that prevailed, which helped the audience to seek treatment.

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Effects of Whatsapp as an e-learning tool on the academic performance of Undergraduate students

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Abstract: In this age of technology, the social networking sites are rapidly gaining a significant place in people's life and starting to take their place in education sector. One of the most frequently used social networking sites is WhatsApp. As the use of WhatsApp growing rapidly over years and a big part of its users are students, the main concern of this study is to find how WhatsApp influence undergraduate students and their academic performance. In this research we are aiming to look at the effectiveness of WhatsApp in e-learning, its usage in the academic setup and how learning has changed with the advent of technology. For this purpose, survey method was selected to collect primary data from the undergraduate students of Lahore with sample size of 300. Online questionnaire has been used as an instrument. The data was collected from the students of Lahore College for Women University and University of the Punjab. Male and female undergraduate students have been contacted so that the results can be generalized to both genders. The result shows that 36.0% respondents grades are improved after using WhatsApp as e-learning tool on the other hand, 44.0% feel their grades remain the same. 63.0% respondents strongly agree to the statement that WhatsApp is a great tool to share learning material. Students find topic interested when the subject instructor shares learning material in the form of ppt, pdf, video, docx, jpeg and links. 39.7% respondents strongly agree that Whatsapp group is effective in terms of coping up with the missed lectures. Whatsapp group keep students updated about their upcoming assignments. The results revealed that WhatsApp has positive impact on the learning style of undergraduate students but it doesn't show significant improvement in their grades.

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Exploring food risk communication approaches in Pakistan: Analyzing how organizational websites contribute to mitigating food waste, enhancing food security, and promoting sustainability

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Abstract: Food safety and security are paramount concerns globally, particularly in countries like Pakistan, where challenges such as foodborne illnesses, food insecurity, and food waste persist. Effective communication plays a crucial role in addressing these issues by raising awareness, changing behaviors, and promoting sustainable practices. This research explores food risk communication approaches in Pakistan, with a specific focus on analyzing how organizational websites contribute to mitigating food waste, enhancing food security, and promoting sustainability. The objectives of this study are to evaluate the current level of food safety and risk communication in Pakistan, analyze the role of organizational websites in food risk communication, assess the impact of food risk communication strategies on consumer behavior, identify best practices for improving food risk communication approaches, and examine the role of NGOs and government agencies in food risk communication. A mixed-methods approach employed combining both quantitative and qualitative data collection methods. This includes a comprehensive literature review to understand the current state of food safety and risk communication in Pakistan, surveys to gather data on food safety knowledge and practices among stakeholders, and interviews with key stakeholders to gain insights into challenges and opportunities for improvement. The findings of this research will contribute to a deeper understanding of food risk communication in Pakistan, providing insights into the effectiveness of organizational websites, strategies for enhancing consumer behavior towards sustainable food practices, and recommendations for improving communication approaches. Ultimately, this research aims to inform policy, practice, and research efforts aimed at addressing food safety and security issues in Pakistan and beyond.

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Analyzing election strategy of PML(N) before general elections 2024: A case study of their official X (Twitter) handle

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Abstract: In contemporary political discourse, digital media has emerged arguably as the most efficient and significant tool for generating narratives and establishing agendas in public. The impact of online platforms and the cultivation of common political views among citizens have strengthened due to the multifaceted contact between politicians and the general population. In the pre-election days, two approaches are being used by our politicians. Politicians either smartly strategies their election campaigns and persuade citizens to be their voters or they defame their opponent parties with certain agendas so that the majority of people vote for them. This research study is aimed at exploring the election strategy of one of the most prominent political parties of Pakistan i.e. PML(N). This study investigates the means that have been used by PML(N) on their Twitter handle to attract the voters. The research also explores how PML(N) created new narratives and set its agenda before the general elections in 2024. Agenda setting theory has been made the foundation for this research. Researchers used quantitative content analysis to analyze the tweets of the PML(N) official handle. The timeline of one week before general elections 2024 i.e. 1-02-2024 to 7-02-2024 has been selected for this study. Results indicate that PML(N) used both methods in their election campaign on Twitter. They posted tweets about their election campaign and also retweeted such tweets that are defaming other political parties.

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A comprehensive study to explore the influence of PUBG on teenagers psychological wellbeing and their interactions with family and friends

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Abstract: PUBG has gained immense popularity among teenagers. It has been observed that many teenagers are engrossed in playing this game for extended period. This raise question about potential effects of PUBG on their Psychological wellbeing. This paper seeks to investigate the potential correlation between PUBG gameplay and behavioral changing, specifically in terms of aggression, among teenagers. Amidst how it may influence their Interaction with family and friends. This study utilized the socio-technical theory to explore the complex relationship between technology and teenager's experiences. Further this paper employed a survey methodology and collected data from a sample of 300 teenagers residing in Lahore, Pakistan. The purposive sampling was to specifically identify suitable teenagers who were player of PUBG game. The questionnaire served as the primary tool for data collection. The study revealed a significant association between playing PUBG and the manifestation of behavioral changes among teenagers. Moreover, the study found that prolonged exposure to PUBG was linked to an escalation in conflicts and disputes among players. Numerous teenagers reported engaging in heated arguments and experiencing frustration during gameplay. Additionally, the study exposed that after engaging with PUBG teenagers' interactions with their family and friends have been noticeably disrupted. For instance, teenagers have reported a decrease in face-to-face interaction with friends and have even skipped meals with their families. These findings highlights that PUBG have impact on personal relationships. This study uncovered the impact of video games on the younger population and emphasizes the necessity for further research in this domain.

Keywords: Aggression, PUBG, Relationships, Survey and Teenagers

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Illuminating democracy: exploring public perceptions on 2024 election transparency in Pakistan through YouTube discourse

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Dr. Anjum Zia

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Abstract: In a democratic country like Pakistan, the electoral process carries great weight and is of utmost importance in shaping course of democracy. It confers every person the right to choose a government, they believe will meet their expectations and goals. Transparency plays a crucial role in the electoral system. Prior researches have illuminate many challenges faced by previous elections (2008, 2013, 2018), in Pakistan including accusation of rigging, claim of electoral frauds. This study aims to conduct a qualitative content analysis of YouTube discourse to gauge public opinion regarding the transparency of the elections 2024. YouTube comments were used as a unit of analysis, as they provide a window to general opinion. This study employed qualitative analysis by targeting YouTube users and using their comments as a measured opinion. YouTube video from renowned news outlets was utilized to analyze the linguistic components (Support or Opposition towards electoral process) expressed in comments in persistence to transparency. Data collection was conducted online and data analyzed using NVIVO. This study aimed to uncover whether people trust electoral process or concern about potential irregularities. Targeted videos had views and comments in millions. More than 2000 comments were collected, which was enough to study people's opinions. According to the findings, most comments expressed doubts and accusations with a negative implication. This study also examined the fact that very few people expressed trust in the electoral process.

Keywords: Democracy, Elections, Rigging, Transparency, Public Perceptions, Qualitative Content Analysis, YouTube Discourse

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Analyzing role of music culture in consumer decision making within casual dining restaurant: a study of Gulberg Lahore Restaurants

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Abstract: Music possesses the remarkable ability to influence consumer's decision-making. Restaurant industries usually strategically leverage music culture to create an appealing ambience. This study delves into the intricate relationship between background

music and consumer behavior within restaurant settings, focusing on the psychological dimensions of music. By exploring demographics and psychological factors, the study aims to uncover how music influences consumers' decision-making processes. Through a quantitative research method, employing survey administered to 400 customers through purposive sampling across eight restaurants in Gulberg Lahore. The study seeks to gather empirical data on the impact of background music on consumer behavior and purchasing choices. The findings of this study indicate that specific aspects of music including tempo, genre, compatibility, and language significantly influence customers' intentions to purchase. Notably, the volume of the music was found to have a negligible effect on customers' decisions regarding food and beverage purchases in restaurants. This research underscores the importance of carefully selecting background music to create a positive dining experience. It emphasizes that restaurants can enhance their customers' overall satisfaction and purchasing behavior by paying attention to the type and characteristics of the music they play. By aligning music choices with the preferences and psychological profiles of their target demographic, restaurants can create a more engaging and enjoyable atmosphere for their patrons. Moreover, the study highlights the need for a nuanced understanding of how different musical elements interact with consumers' emotions and perceptions. The finding of this research sheds light on the powerful role of music in shaping consumer behavior within restaurant environments. The background music has positively impact customers' perceptions, preferences, and purchasing decisions, ultimately enhancing the overall dining experience.

Keywords: Consumer Behavior, Music Psychology, Purchasing Decisions, Restaurant Industry, Background Music

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Social media and water crisis: analyzing social campaigns for addressing water scarcity in Pakistan

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Abstract: In Pakistan, the state of the environment is at verge of collapse. Over the past ten years, our country has been dealing with several important environmental concerns. This paper specifically delves into water crisis, as 160 million Pakistani's, are getting affected by water scarcity. It has also been observed that per capita water availability in Pakistan has dropped. This issue demands an immediate attention and social media, with its vast reach seems to effectively spread knowledge about various major issues and serve as an important source of information for millions of people in Pakistan. In recent years, social media campaigns have especially focused on bringing attention to water crisis. A couple of noteworthy campaigns include #PakistanWaterCrisis, #SaveourWaterPakistan, #RighttowaterPakistan, #WaterScarcityPaksitan, #WaardeyPakistan, #SindhNeedsWater, #BalochistanneedsWater. This paper aims to evaluate the level of awareness among social media users concerning water scarcity. Additionally, the paper aimed to uncover whether social media is fostering sustainable practices with regard to water crisis. This paper relies on a quantitative approach. A Survey method was employed, targeting a sample of 400 university students. Purposive Sampling was utilized to select particularly those who actively engaged with environmental concerns by following relevant hash tags. This paper uncovered that social media campaigns are not only raising awareness of water scarcity among individuals, but also appear to be influencing their water consumption practices. Amidst results indicated that social media can play a crucial role in addressing water crises and other climate related issues through a carefully planned strategy of environmental communication.
Keywords: Environmental Concerns, Water Scarcity, Social Media, Sustainable Behavior

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Body image literacy and psychological wellbeing: Exploring Instagram impact on youth's demand for cosmetic procedures

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Abstract: Media with its immense power, has the ability to shape and influence individuals, resulting in both positive and negative impacts. In the digital age, it has become evident that many people experience feelings of discomfort and heightened self-consciousness about their

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physical appearance. This observation highlights the need for further research into the impact of social media on body image. This study focuses on the growing trend of beauty and cosmetic related pages on social media platforms, particularly in recent years. The objective of the study is to assess the influence of cosmetic surgery content on consumers in Lahore. Additionally, it aims to explore the effects of social media on self-esteem in relation to cosmetic surgery, and whether the use of social networking sites particularly Instagram contributes to an increased desire for cosmetic treatments. This study utilized social learning theory as a theoretical framework to understand how exposure to cosmetic and beauty procedures on social media platforms can influence youth's perceptions and desires for these procedures. To conduct the study, a survey method was employed using purposive sampling, with a sample size of 270 participants. The hypothesis posits that excessive social media usage related to cosmetic surgery leads to an increased desire for cosmetic treatments among consumers. Although the study revealed that social media, specifically cosmetic surgery content on Instagram, is negatively impacting the confidence of young people in Lahore. This research contributes to the broader theme of social change in the digital and information age, shedding light on the influence of social media on body image and its potential implications for individuals' well-being.

Keywords: Body image, Cosmetic surgery, Desire for procedures, Instagram and Social media

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Embracing gender inclusivity in work-from-home practices: A critical analysis of diversity strategies

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Abstract: Global circumstances have led to a spike in remote work, which has changed the nature of the workplace and presented opportunities as well as obstacles for promoting gender inclusion. The study aims to assess current diversity tactics used by companies in remote work environments, as well as to identify and analyze the benefits and problems that remote work presents for gender minorities. The ultimate goal is to contribute to a more equitable and welcoming remote work environment by offering perspectives and

suggestions for encouraging gender inclusion in work-from-home activities. This study, which is based on a thorough evaluation of the literature, compares the potential benefits of remote work in reducing traditional workplace biases with the differences and obstacles faced by gender minorities in remote work environments. Important findings indicate that although remote work provides autonomy and flexibility that support gender inclusion, it also brings new difficulties, like a blurring of work and home life borders, which exacerbates already-existing gender inequities. Furthermore, especially for women and non-binary people, the lack of physical presence in virtual encounters can exacerbate unconscious biases and obstruct networking and job growth chances. This entails putting regulations in place to guarantee fair access to opportunities and resources, encouraging an inclusive culture through programs for virtual engagement, and offering specialized assistance to caregivers and underrepresented groups. Additionally, the negative effects of remote labor on gender diversity can be lessened by utilizing technology to support networking, mentoring, and performance reviews. Many organizations can fully realize the benefits of remote work and further diversity, equity, and inclusion programs by incorporating gender inclusivity in work-from-home policies. In order to promote a more inclusive and equitable future of work, this study emphasizes how important it is for businesses to identify and address the particular requirements and difficulties faced by gender minorities in the remote work environment.

Keywords: Gender Diversity, Remote Work Environments, Obstruct Networking, Inclusive Culture

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Usage of Artificial Intelligence and communication to explore the structure of natural language processing of multiple domains

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Abstract: The convergence of communication and artificial intelligence (AI) in today's dynamic digital environment has transformed our knowledge of natural language processing (NLP) in a variety of fields. By utilizing AI's computing capacity in conjunction with efficient communication techniques, scholars

explore the complex linguistic structure of several fields. Artificial intelligence is the field of computer science and natural language processing is the sub-part method of artificial intelligence. Its major purpose is to remove the transmission gap between human being and computer machine. This dynamic intersection gives society unique insights and capabilities while also improving our understanding of linguistic intricacies and opening up new avenues for creative solutions in industries like finance and healthcare. Their usage in deep learning, machine learning with the help of different algorithms. In this paper, talk about different systems/methods of natural language in the light of multiple six survey-based articles. Defined the basic structure of NLP, their different steps from input sentence to last outcome with the help of figure. Paper represents the NLP techniques, their structure, and their unavoidable importance in the field of computer science as well as other fields. This paper elaborates the concepts of natural language processing and their different techniques and methods that applied in different research papers. In this paper, we compare different natural language techniques and their implementation in different scenarios. In the light of above explanation, we can say that natural language processing plays a great in the multiple fields and their huge scope is very helpful in different current issues related to social media, voice/speech, text recognitions and many others.

Keywords: Natural Language Processing, Neural Network, Sentiment Analysis, Ontologies

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Statistical analysis of Indian digital cinema at international level

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Abstract: In recent years, Indian cinema has witnessed a remarkable transformation with the advent of digital technology, leading to a surge in production quality, storytelling techniques, and global reach. This statistical analysis delves into the international impact of Indian digital cinema, examining key metrics such as box office performance, audience demographics, and critical reception across various international markets. Through comprehensive data analysis

and interpretation, this study aims to shed light on the evolving landscape of Indian cinema on the global stage, offering insights into its socio-cultural influence and commercial viability in the digital era. The pleasures, complexities, and problems of society are captured in cinema that acts as a mirror. We see storylines in movies that speak to us because they are comparable to our own, which helps us feel understood and connected. It encourages empathy and compassion in the audience by depicting an assortment of cultures, lives, and obstacles. Scholarly controversies on philosophy argue that digital visual effects are utilized solely in Indian cinema. This essay makes the case that although Hindi filmmakers have recently begun employing digital technologies to present new storylines. Taking Statistical analysis on Rajkumar Hirani movies like Munna bhai MBBS, 3Idiots, PK and Sunju we come to main point that these movies has created a huge digital height in Indian cinema. Content analysis research was used these specific samples of Bollywood movies. Kurtosis method are used to represent finding of the research in digital media. Such type of Indian movies can change the persona of cinema in international level. Result of the study show that if Indian cinema continuously to make such type of new theme storyline movies then digital welfare will promote Indian cinema at international level.

Keywords: Kurtosis Method, Rajkummar Hirani Movies, Digital Welfares, New Storyline

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Filtered reality: Exploring the nexus between social media addiction and sleep disturbance among graduate students in Lahore

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Abstract: These days, social media is very common. It moves quickly and enticingly. This study examines the complex interaction between graduate students in Lahore, Pakistan, and social media addiction and sleep disturbance. The purpose of this study is to determine how much excessive use of social media platforms impacts this population's sleep habits and quality. The research employs a survey method with the following goals in mind: (1) estimating the prevalence of social media addiction among graduate students; (2)

evaluating the relationship between social media addiction and sleep disturbance; and (3) investigating the experiences and underlying mechanisms that underlie this association. Using standardized measures to gauge social media addiction and sleep disturbance. Facebook Addiction Disorder (FAD) is a disorder characterized by excessive hours spent on the social media platform. Such excessive usage can have detrimental effects on an individual's health and well-being. The sample of 630 graduate students was chosen using the purposeful sampling technique from six different Lahore universities. To measure sleep patterns, the Pre-Sleep Arousal Scale (Shahzadi and Ijaz, 2014) was employed. The goal of the current study was to look into Facebook addiction as a potential predictor of sleep disorders. The illness known as Facebook Addiction Disorder (FAD) is characterized by excessive hours spent on Facebook, to the point where the user's well-being is jeopardized. To determine the factors that contribute to students' sleep difficulties, regression analysis was used. The study's conclusions may help parents and doctors understand what factors contribute to grad students' sleep problems. The findings showed a positive relationship between sleep disorders and social media addiction. Understanding the intricate relationship between social media use and sleep patterns may help researchers create interventions that would lessen negative impacts and encourage graduate students in Lahore to adopt healthier digital habits.

Keywords: Social Media Addiction, Sleep Disturbances, Graduate Students, Digital Habits, Positive Relationship

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The adverse impact of social media on the mental health and physical well-being of youth

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Abstract: This study examined the negative impacts of social media on youth's mental and physical health. Online social media is credited with contributing to the rise in mental health issues among younger people, despite being an integral part of our everyday lives. The evidence about how teenage social media use affects depression, anxiety, and psychological discomfort has been compiled in this systematic review. As social media platforms have become more and

more ingrained in daily life, worries about how they are affecting young people have grown. Through a thorough analysis of the body of data, this study draws attention to the many negative effects of excessive social media use. Anxiety and depression are common results of psychological suffering, which is made worse by things like social comparison, cyberbullying and FOMO (fear of missing out). Social media can cause anxiety in young people as they curate a perfect online image, FOMO and experience cyberbullying. Constantly comparing themselves to others, they feel inadequate, leading to decreased self-esteem and increased stress levels. Unhealthy social media habits can perpetuate anxiety and negatively impact mental health. Over the past few decades, there has been a noticeable rise in the usage of social media and the Internet for business and meeting purposes as well as for entertainment and social contact. The everyday life of youth nowadays involves the usage of social media to a greater extent. The possible negative impacts of social media use on the mental health of youth are a source of concern. This comprehensive study provides an overview of how social network use negatively affects mental health. Using the theoretical framework of cultivation theory, the quantitative research study collected data through an online questionnaire, administered via Google forms from 100 respondents (male & female) from Lahore. The findings of the study revealed that excessive use of social media is leading to mental health issues such as anxiety and depression among youth and is also affecting their physical well-being as they pay no heed to the physical activities anymore and prefer staying active on social media only.

Keywords: Social Media, Mental Health, Physical Well-Being, Anxiety, Depression, Youth

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The contribution of social media in advocating for a clean and Green Pakistan

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Abstract: The study investigates the impact of social media on advocating clean and green Pakistan by examining social media platforms, opinion leaders, and campaign strategies. The research aims to analyzed social media campaigns' reach, effectiveness, and

long-term influence on public opinion and policy decisions related to environmental protection. To explore the role of social media in promoting and shaping clean and green Pakistan, examining its potential to drive environmental awareness, consumer policies and social behavior and influence public perception. This study adopts a quantitative approach and applies simple random sampling methods to gain deeper insights into the role of social media in advocating for a clean and green Pakistan. Using a survey method, data from 300 respondents in Lahore were gathered, representing social media users from diverse backgrounds. The findings suggest that social media can significantly influence public opinion and awareness, advocating a sense of environmental responsibility among individuals. However, to further enhance the impact of social media advocacy, it is crucial to address the challenges faced, such as misinformation, lack of regulation, and limited reach to specific demographics. Collaboration between stakeholders, including governmental bodies and social media platforms, is essential to develop effective strategies and policies that harness the full potential of social media for environmental conservation.
Keywords: Social Media, Advocating, Agenda setting, Clean, Green

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Framing of violence in Pakistani dramas and its impact on youth of Lahore

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Abstract: The effects of Pakistani drama of violence on Lahore's youth are the focus of this study article. Many are worried about the impact of violent content on viewers, especially young people, because of the meteoric rise in popularity of Pakistani television programmes both at home and abroad. The impact of media framing on viewers' understanding of current events and other topics is the subject of framing theory. Applying framing theory to the study of violence in Pakistani dramas allows one to examine the narrative context, images, and language that serve to frame violent events. Young viewers in Lahore may have their views shaped by recurring themes and patterns shown through analyses of violent filmmaking. This study uses a Google survey to examine the framing of violence in Pakistani dramas, following a quantitative research technique. It

seeks to reveal how it affects the views, actions, and attitudes of young people in Lahore regarding media violence. As a tool for study, the research approach employs an online Google survey. In this research, there are several reasons why violent scenes appear in Pakistani shows. Its dramatic effect captivates audiences, but it also significantly impacts Lahore's youth. Viewers may grow less sensitive to violent behaviors because of their repeated exposure to violent media. Also, it can influence young people's views on violence by normalizing aggressive behavior. Based on these findings, the report provides conclusions and recommendations for media creators, lawmakers, and parents. Media producers need to examine the influence of violent content on young audiences and find more appropriate ways to portray violence. There needs to be stricter control or guidelines put in place to watch how violent media is, particularly in shows aimed at young people. Finally, parents should talk to their kids about the consequences of violent media and keep an eye on what they watch.

Keywords: Media Producers, Policymakers, Pakistani Dramas, Violence, Youth, Framing

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Impact of social media channels and its effects on the social behavior of youth of Pakistan

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Abstract: The present research aimed to investigate the relationship between social media usage and its impact on the social behavior of youth. The purpose of the study is to know how social media channels impact the shaping of the opinion of the youth of Pakistan instead of traditional media. This study investigates how rational, irrational, aggressive, and angry or optimistic behavior youth feel while spending so much time on social media channels, and most importantly, what they think about the orthodox or traditional media. The study was designed to analyze the impact of social media channels like Facebook, TikTok and Instagram on youth and how social media influences youth in different aspects of social life, political awareness, religious practices, and educational learning. Through cultivation theory, it is observed how long hours of watching

social Media channels affect youth and through which there are undoubtedly social behavior changes happen all the time, which can be gauged through social identity theory research design is quantitative and uses a structured survey questionnaire. About 350 sample youth aged 18-25 filled out the questionnaire using a random sampling technique from Minhaj University Lahore and University of the Punjab Lahore. The findings of the present research suggest that social media platforms are increasingly being used by youth in information and communication technologies". People's use of contemporary technology for social reasons has supplanted other forms of communication in recent years. Teenagers have embraced these communication channels as the best way to stay in contact with friends and family. "The most common sites where young people hang out are social media platforms like Facebook and Instagram and TikTok in particular".

Keywords: Social Media, Irrational, Aggressive, Angry, Optimistic Behavior, Educational, Facebook, Instagram, TikTok

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Exploring political engagement among Pakistani youth: A study of social media platforms

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Abstract: The study examines how youth engage in political activities and how social media influences their political affiliations, i.e., social media's role in political socialization. It tested the political existence of youth on different social media platforms, Twitter, Facebook, Instagram, and YouTube, to determine their political preferences and the extent of their participation in politics. Political leaders play a crucial role in the political engagement of youth by expressing their popular ideologies. Political discussions are one of the major topics discussed on social media. People enjoy a free atmosphere when sharing opinions on social media platforms due to their unrestricted communication. This study aims to delve into several key aspects of political engagement among Pakistani youth within social media platforms. This study finds social media platforms as mobilizing agents for youth in Pakistan to garner political awareness and participation in an amount that has never been observed before. Social media influencers and individuals with

significant online presence influence the mass of youth and their political ideologies. With the spread of social media as a political engine and the role of political leaders exercised over them, the bottom line is the step flow theory. The quantitative study was conducted through a survey using a structured questionnaire, which was used as a tool to determine the feedback of the university youth. The study investigates how the political use of social media has been made to foster different types of political gains. Findings also confirmed that the political use of social media enhances the political efficacy of students in four different areas: (i) political awareness, (ii) changing traditional voting behavior, and (iii) online political participation. Moreover, very few studies cover the relationship between social media political expression and all four dimensions mentioned above. University students are found to be very active social media users in terms of frequency and density of use.

Keywords: Political Engagement, Socialization, Online Political Participation

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Exploring the dynamics of how Qawwali promotes social integration among youth in Lahore

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Abstract: This research investigates the profound impact of Qawwali and its messages on the youth in Lahore, specifically exploring the multifaceted transitions occurring in the physical, spiritual, and cognitive realms of the youth experience. The study is guided by two principal objectives: (1) to comprehensively examine the effects of Qawwali on the youth and (2) to delve into the significant themes conveyed through Qawwali in the broader context of Pakistan. Employing a mixed-methods approach, the study integrates both quantitative and qualitative techniques. The research design incorporates cross-sectional sampling, with a determined sample size 400 derived through a statistical formula. Questionnaires were distributed among respondents drawn from two universities in Lahore. The theoretical framework guiding this study is rooted in the Cultivation and Media Effect theory, selected after an exhaustive literature review that considered relevant theories in the field. To ensure the reliability of the questionnaire, a pilot test was conducted,

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resulting in a Cronbach's alpha coefficient of 0.625. Subsequently, the collected data underwent meticulous analysis using descriptive statistics, and the testing of hypotheses employed the one-sample t-test. The positive results obtained from this analysis signify the successful accomplishment of research milestones, presenting a comprehensive understanding of how Qawwali influences the youth in Lahore through a mixed-methods approach.

Keywords: Qawwali, Emphatic, Spiritual Self-Repositioning

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Adoption of contemporary trends in reporting among journalists in Lahore

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Abstract: The contemporary trends of news media are bringing society nearer to more outstanding individuals, making it more efficient and much more accessible; it is far, moreover, sustaining the ascent of current trends of reporting for reporters and the unfolding of information. Despite the growing body of literature on journalism practices and media trends, there remains a noticeable research gap concerning the slight exploration of the Adoption of contemporary trends in reporting among journalists in Lahore. Previous studies using the diffusion of innovation theory focused on the use of social for marketing and promotion. In contrast, this study used the Diffusion of Innovation theory to examine how social media affected the Adoption of new reporting trends in a case study of established journalists in Lahore. This qualitative research investigates the Adoption of contemporary trends in reporting among journalists in Lahore, Pakistan. Employing purposive sampling, this study examines the perspectives and practices of journalists in Lahore regarding incorporating modern reporting techniques and technologies. A semi-structured questionnaire was designed and administered to a diverse sample of journalists working in various media organizations across Lahore. Through in-depth interviews, this study explores how journalists in Lahore perceive and engage with contemporary trends such as instantaneous reporting, citizen journalism, diverse perspectives, verification, fact-checking, and the challenges of misinformation and disinformation. The findings shed light on the extent to which journalists in Lahore embrace these

trends, the factors influencing their adoption decisions, and the implications for the future of journalism in the region. By providing insights into the evolving dynamics of reporting practices in Lahore, this research contributes to our understanding of media development and innovation in the context of a rapidly changing media landscape.
***Keywords*:** Contemporary Trends, News Media, Journalists, Purposive Sampling

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Impact of Deepfake technology on political behavior of youth

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Abstract: Deepfakes is synthetic media in which one-person image and voice are replaced with another person image and voice in that video. Although the process for creating fake content is not new. Deepfakes uses powerful skills to manipulate; including machine learning and artificial intelligence (AI) easily deceive with the help of Deepfake audio and video content. The purpose of the research was to find out the Impact of Deepfake Technology on Political behavior of Youth. Political Deepfake videos are being as a tool of propaganda for political behavioral engineering in society. For this study, Propaganda model was applied, this model selected through in-depth literature review and propaganda model use there. The objectives of this research are to find out the impact of Deepfake technology on political behavioral engineering; to analyze the change in perception through Deepfake on the basis of literacy and to analyze the change in perception through Deepfake on the basis of gender. This research is based on quantitative techniques, while cross sectional sampling was used to collect the responses. Sample size for this study was 400, which was calculated through statistical formula for sample size. A questionnaire was distributed among the sample from two universities in Lahore. The questionnaire was piloted Cronbach's Alpha coefficient of reliability was .625. The data were analyzed using descriptive statistics and one sample t-test was used to test the hypothesis. The percentage and frequency of answers were calculated using SPSS (Statistical Package for Social Science). The results of the study show that negative impact of deepfake technology on political

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behavior of youth. The result came were positive to accomplish the milestone of the topic choose by the researcher. Deepfake technology is new phenomena and its impact on literacy level is different because people don't have awareness about it and their perception about it is negative similarly gender wise also their perception is negative.

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Understanding digital alienation in the digital natives: A descriptive analysis of social networking sites usage by women in Layyah

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Abstract**:** This study explores the phenomena of digital alienation among women in Layyah with a particular focus on how they utilize social networking sites as being digital native generation. We sought to comprehend women's opinions and firsthand knowledge about their interactions with SNS in an area marked by technical gaps by using a qualitative method through in-depth interviews. In this research paper, we did descriptive analysis of women of three categories 1) educated housewives 2) college students and 3) professional workers having access to digital technology and literacy. The interview data underwent thematic analysis, revealing numerous significant themes that illuminated the intricate nature of digital alienation within this particular setting. Finding of the study reveal that women face various challenges that contribute them being digitally alienated. The lack of technological expertise and literacy, restricted accessibility to reliable digital facilities and social-cultural norms that prohibit engagement in online communities are some of the associated impediments.

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Mughal splendor: Exploring architectural heritage as visual communication catalysts and its promotion for tourism development in Lahore through Urdu films

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Abstract: Mughal architecture is a strong artistic combination of the Persian and central Asian style of architecture which has by then evolved into Indo-Islamic Architecture. This research paper explores how the grandeur of Mughal architecture is visually communicated in the cinematic landscape, influencing perceptions and generating interest in Lahore as a tourist destination. The major objective of this conceptual paper is to explore the potential of Mughal Architecture as a visual communication catalyst alongside the potential of urdu films to promote Mughal architect heritage tourism. The study focuses on Urdu films as a medium to unravel the distinct ways in which Mughal splendor is portrayed, celebrated, or even reimagined in popular cinema and how these visual representations contribute to the promotion and development of tourism in Lahore. Hindi language is very much similar to Urdu due to the shared landscape. The portrayal of Mughal Art in various Hindi language films is also discussed. The agenda setting model of mass media is applied to the context of Mughal architecture visual appeal. Inter-religious Architecture Detailed examination of literature showed that Mughal architecture has a vast range of inter-religious decoration and art work to show the association of rulers with major religious classes of society. The research gap shows that there is no extensive research study conducted to examine the local heritage sites visual communication. In this conceptual paper, thematic analysis of the extensive literature found is performed concluding the results that Mughal Architect in Lahore is a strong visual communication catalyst and can be presented in Urdu films to promote heritage tourism in Lahore.

Keywords: Mughal Architecture, Heritage Tourism, Visual Communication, Agenda in Setting, Lahore Tourism

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Exploring the transformative role of AI in crisis communication: A revolutionary strategy for disaster management

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Abstract: Natural disasters and other crises are becoming more frequent and severe in recent years, which offer an enormous obstacle to disaster management agencies throughout the world. The requirement for quick, precise, and focused information dissemination during emergencies poses difficulties for the established paradigms of communication due to the rise in the frequency and complexity of crises across the globe. To address these issues, this study investigates artificial intelligence (AI) and how it could revolutionize crisis communication strategies, changing the reality of disaster management practices in the course of the study. The understanding that artificial intelligence (AI) is capable of handling enormous volumes of data in real-time and derive insights from a wide range of sources, including social media feeds, networks of sensors, and traditional media channels, is at the core of this investigation. Artificial Intelligence (AI) has the potential to transform unprocessed information into actionable intelligence by using complex algorithms and machine learning techniques. This is going to enable emergency responders to make informed choices quickly. This study aims to investigate the various aspects of AI-driven crisis communication, including its capacity to foresee and identify impending crises and additionally the role it plays in managing coordinated reaction actions. Additionally, this investigation aims at assessing the ethical ramifications and difficulties related to the application of AI in emergency communication scenarios. To guarantee that AI-driven interventions respect the values of equity, openness, and accountability, concerns about confidentiality of information, algorithmic bias, and the potential for of technocratic regulate should be thoroughly investigated. This study aims to provide insights into the potential benefits and drawbacks of incorporating AI into crisis communication strategies, ultimately aiding in advancing the creation of more resilient and responsive disaster management frameworks. It will do this by looking at case studies and best practices from a variety of geographical and socio-cultural contexts.

Keywords: Crisis Communication, Natural Disaster, AI-driven crisis

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The relationship between social penetration and privacy concerns in social media use

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Abstract: Over 82.90 million people in Pakistan are using internet and facing privacy risks. As the social networking grows, it gives more opportunities to people to interact. The trend of glorifying yourself on social media let people to disclose themselves even their personal information on various sites. The study examines the role of self-disclosure on social networking sites` and their relationship with privacy concerns. The purpose of this study is to explore how social penetration leads to privacy risks on social media. The data comes by using qualitative methodology. A semi-structured questionnaire designed for in depth interviews from social media users as population. Two major concepts disclosed in the study involve that social media provide as a digital space for the users to connect, express and build relationships promoting social penetration. On the contrary, seductive nature of networking sites involves data-mining, data breaching, use and access of private information of others. The study revealed how people maintain a balance between online penetration and the privacy risks involved in online communication. It gives the concept of user engagement with others on social media i.e., Facebook, Twitter and Instagram and how these platforms serve in online relationships and the level of intimacy and trust among users. The study concluded that people are now mindful, concerned about disclosing their private information, more aware and informed of the privacy risks. So, a shift towards encrypted platforms increases. People are now changing their privacy settings to avoid privacy risks. Users know that what to share and whom to share their private information.

Keywords: Social Penetration Theory, Privacy Concerns, Self-Disclosure, Social Networking Sites (SNS) and Privacy awareness

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Emotional tones (anger, fear and excitement) leads to the propagation of fake news or misinformation: Literature review of COVID-19 era

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Abstract: Emotions play a supreme role in switching human behavior. People mostly pay attention to the news that may contain emotional content, because it holds ability to grab and attract reader's attention towards that content. This current study was based on the factors or emotional tones which may lead to propagate fake news during the pandemic COVID-19. Qualitative research method was used to conduct this research. This article finds out that how emotions lead to disseminate fake news and how people process that information. Specifically, this research article focuses on emotions like fear, joy, anger, and excitement, which are likely to playing a significant role in the dissemination of cabal theories about COVID-19 vaccine. Fake news grasp reader's attention more swiftly than real news. It mostly contains emotional language, which may lead readers to trust on fake news rather on real news. People with high emotional intelligence can check the reality and detect the fake news. One of the captivating countenance of media is quickness with which they share news to be the first one of sharing "News Headline", this kind of news sharing is well suited for those users who want to be informed with new and fresh content. But may be ill suited for those who used to crosscheck the reality. Another research revealed both positive and negative emotion drive people to share fake information and they lack the ability to differentiate wrong and real news concerning health related false information. It is clear that emotionally charged material grasp reader's attention. Findings suggested that misinformation, disinformation and fake news are based on emotional tones. Fake news might seem like a "New" issue but it most certainly is not.
Keywords: Emotions, Misinformation, Covid-19 vaccine, Fake News, Pandemic

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Exploring AI, and MR in conservation efforts for endangered wildlife in Pakistan

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Abstract: In today's world, artificial intelligence (AI) and mixed reality (MR) are vital to enhancing efficiency and solving complex

problems across multiple domains. The conservation of biodiversity is important, as it is crucial for life to exist on Earth. Pakistan is home to many rare species of wild animals, and plenty of them are still unidentified due to a lack of data. A large number of these animals are on the brink of extinction because of illegal poaching and deforestation, as well as climate change. Combining AI and MR can improve species monitoring and habitat management and provide immersive learning experiences for wildlife conservation in the country. Using technology adoption theory and conservation science, this study suggests that AI and MR can substantially improve wildlife conservation practices in Pakistan. Technology Adoption Theory was utilized to analyze how new technologies like AI and MR are integrated into wildlife conservation practices in Pakistan. This theoretical framework helps to understand the factors influencing the acceptance and effective use of these innovations by conservationists and other stakeholders. Meanwhile, conservation science provides the necessary principles and methodologies to assess the impact of these technologies on biodiversity conservation, guide strategic implementation, and ensure ecological benefits. Through a systematic content analysis, this study reviewed scholarly articles, conference papers, and official reports published from 2019 to 2023 that examined the use of AI and MR to conserve wildlife around the world. The sample includes various articles that discuss the implementation and outcomes of AI and MR technologies in wildlife conservation efforts on a global scale. According to the analysis, technological solutions are increasingly being used in conservation worldwide, including AI for species identification and behavioral studies, along with MR for training programs and education. Results indicate that AI and MR can transform wildlife conservation, increasing data collection accuracy and stakeholder engagement. It concludes with recommendations for further technology integration in Pakistan's conservation efforts and potential research areas.

Keywords: Wildlife, Artificial Intelligence, Mixed Reality, Conservation Science, Technology Adoption Theory, Conservation

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The Impact of channelized and unchanneled content consumption on Procrastination, Self-Doubt, and lack of Self-Confidence

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Abstract: In today's digital age, content consumption has become an integral part of daily life, with individuals accessing a vast array of information and entertainment through various digital platforms. An excessive consumption of content is coming up with numerous psychological problems such as procrastination. Neglecting or putting off duties is a widespread occurrence known as procrastination, which can result in poor performance and a decline in self-esteem. This behavior could end up in low self-esteem and is strongly related to social media consumption. This procrastination brought on by perfectionism may cause worry and anxiety, which makes people spend more time on social media. The same happy hormones that are stimulated by eating well, success and sexual satisfaction are also stimulated by social media, leading to an overall state of euphoria. The purpose of the study is to ascertain how procrastination, social media, and self-esteem are related to each other. According to the hypothesis, procrastination and self-esteem have an inversely proportional relationship procrastination and social media have a directly proportional relationship, and social media and self-esteem have an inverse and direct relationship. But our hypothesis also revolves around the idea that these traits are directly influenced by the channelized and unchanneled consumption of content. The study is based on a survey of participants between the ages of 16 and 60 years and those who are into the channelized and unchanneled consumption of social media. Through in-depth interviews, participants share their preferences for searching for specific material on social media sites as opposed to browsing through unchanneled content. They also address procrastination habits and traits that impair their self-esteem, such as self-doubt. Results show that while selected content consumption might offer guidance, random consumption frequently results in diversion and unfavorable feelings, which will cause procrastination and low self-esteem. The relationship between the participants' content habits and emotions of self-doubt, procrastination, and low self-esteem is also

discussed. The findings highlight how crucial it is to comprehend how content consumption affects mental health.

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Exploring the relationship between students' engagement with crime content on Netflix and genre preferences

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Abstract: This study explores how students' genre preferences, especially comedy, relate to their involvement with criminal content on Netflix. It delves into how students' perceptions of crime are shaped by their exposure to crime genre content. It delves further into the topic by investigating how students' viewing habits and preferred genres shape their views on criminality and criminal behavior. The methodology of this quantitative study was a cross-sectional research technique based on cultivation theory. By bringing this idea to the study of students' interactions with crime shows on Netflix, researchers can find out if students' views of crime show increase their views of the frequency and seriousness of crime worldwide. To guarantee coverage across demographic characteristics, including age, gender, and academic field, an online survey was administered to 300 university students using stratified random selection. There was an effort to gauge the extent to which participants engaged with crime-themed content on Netflix, their preferences in genre and their views on the frequency and severity of crime in the media. In order to test hypotheses and investigate the relationships between variables, statistical studies were carried out, which included multiple regression and correlation analysis. The study's findings indicate that students' negative attitudes towards crime were positively connected with their exposure to criminal genre content on Netflix. These findings highlighted the importance of media consumption habits in influencing student attitudes and perceptions regarding crime. The study emphasizes the importance of media literacy education and content control methods to address the concerns about Netflix's impact on students' mental health and academic performance. This study adds to our knowledge of how students' watching habits and preferred genres on Netflix affect their views on criminal activity and

crime perceptions. By illuminating the effect of media consumption on attitudes towards crime, the study guides efforts to encourage critical media interaction and cultivate a more sophisticated comprehension of crime-related information.

Keywords: Students, Engagement, Crime, Netflix

Stereotyped representation of Pakistan, Islam, and Muslims in Bollywood Movies

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Abstract: This paper examines the Stereotyped Representation of Pakistan, Islam, and Muslims in Bollywood Movies. Cinema can profoundly communicate ideas, emotions, and narratives through its visual, auditory, and narrative elements. As a significant player in the film industry, Bollywood holds immense power for both positive and negative influence. This research also aligns with the cultivation theory, which posits that long-term exposure to media content, such as television and cinema, can shape individuals' perceptions of reality. Suggests that heavy viewers of media content may adopt the distorted views portrayed, leading to the development of shared beliefs and attitudes within society. The findings of this study hold significance for understanding Bollywood's impact on the Pakistani film industry, providing insights to counter such narratives. This study sought to comprehensively analyze Bollywood's portrayal of Pakistan, Islam, and Muslims through a quantitative research approach. The significance of this research lies in its contribution to understanding the patterns followed by the Bollywood industry in shaping perceptions about the Muslim community, particularly Pakistan. The findings from this study offer valuable insights into how Bollywood films influence and manage perceptions about Muslims and Pakistan. t aims to build a case against Bollywood's tendency to marginalize the Islamic community globally, advocating for a portrayal that reflects the true nature of these groups. The study hypothesized that Bollywood movies serve as a propaganda tool against Pakistan, Muslims, and Islam, often stereotypically representing them as terrorists. Additionally, it was hypothesized that these films aim to create a false perception about Pakistan and its people on a global scale. This study exposes Bollywood's use of stereotypes against

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Pakistan, Islam, and Muslims. Analyzing select films highlights cinema's impact on shaping perceptions and calls for a more responsible portrayal of diverse communities. The findings provide valuable insights for the Pakistani film industry to counter such narratives and promote a more accurate representation of their culture and beliefs.

Keywords: Stereotyped, Islam, Muslims, Bollywood, Movies, Cultivation Theory

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Role of Netflix seasons in creating fear of missing out among youth

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Abstract: The current study titled "Role of Netflix in creating Fear of missing out among Youth" is a quantitative research aimed at exploring the role that Netflix seasons play in creating fear of missing out among non-watchers of Netflix seasons. The trend of Netflix emerged in Pakistan during Covid-19. While most of the youth was passing its time in quarantine watching seasons on Netflix there are many of them who did not watched Netflix at all. Present study aims to investigate whether the Netflix seasons are responsible for creating a sense of fear-FOMO among those who are not watching it or not. Fear of missing out can lead to many bad effects on mental health. The FOMO theory tells about such effects and to study whether Netflix seasons are the reason for Fear of missing out or such issues FOMO theory is used in this study. As the young discovers present TV dramas exhausting, unimportant and absence of innovation, they tend to watch a great deal of show, comedy, action, love and sentiment, thrill and many more, which comes to them in the form of seasons. The researcher seeks to explore the influence of Netflix seasons in creating FOMO among young because youth are avid Netflix users. These non-watchers can be facing fear of missing out due to missing this opportunity. The study implied theoretical framework using FOMO (Fear of missing out) theory. The study used survey method and data was collected through online questionnaire from a sample of 250 respondents. The results show that Netflix seasons are not causing fear of missing out among non-watcher's youth. Because there is no fear of missing out the youth is not facing any kind of stress, loneliness, anxiety or depression. The Overall

findings. This Research study is about the role of Netflix seasons in creating fear of missing out among Youth. The aim of the research is to identify the role that Netflix seasons play in causing fear of missing out among youth that are non-watchers of Netflix seasons or Netflix at all. The viewership of seasons has increased among Youth, mostly between the age of 18 and 25. They spend much of their time on watching Netflix seasons but there are those who do not watch Netflix seasons so when the encounter such people who watch Netflix seasons or discussions about Netflix seasons, does it cause in them fear of missing out.

Keywords: Netflix, FOMO, Video-on-demand, Online Streaming video

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Role of podcasts in political conditioning: Misinformation in Pakistan's digital democracy era amidst the post-truth phenomenon

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Abstract: This study aimed to investigate the impact of podcasts on the political conditioning of the youth, with a focus on the propagation of misinformation in Pakistan in the era of digital democracy. The rise in the consumption of podcast globally, in the region as well as in Pakistan, has coincided with the spread of misinformation, shaping specific political opinions of the youth. In Pakistan, the anchors and talk show hosts from traditional media have transitioned to digital platforms, leveraging conversational formats to disseminate distorted facts and figures. Despite the presence of references, the youth often accept these assertions as true without verifying from multiple sources, emblematic of the post-truth era. The digital nature of podcasts facilitates easy accessibility and widespread distribution, making them susceptible to exploitation for political conditioning. This study sheds light on the challenges associated with the obfuscation of reality, which limits the capacity for judgment and choice among the current and future generations. To address these issues, the research employed a structured questionnaire for data collection with a random sampling technique, gathering data from 250 to 300 male and female participants, enrolled in universities in Lahore. The findings underscore the urgent need for integrated approaches to combat disinformation. However, achieving this goal

is fraught with challenges due to the spread of complex and dubious narratives. By critically evaluating the impact of podcasts on political conditioning and exploring avenues for joint action against misinformation, this research contributes to the broader political discourse and democratic resilience in the digital age.

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Exploring the role of educational vlog between push factors and international mobility: A case study of Pakistani media students

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Abstract: The current educational landscape has witnessed a transformative shift in how young individuals acquire knowledge. Educational Vlogs have emerged as a captivating medium for learning, yet they remain understudied in academic research. This study aimed to address this knowledge gap by surveying 350 Media students from esteemed institutions in Lahore. Using the push and pull model, the survey explored the reasons behind students' preference for Educational Vlogs in relation to International Media Student's Mobility. Statistical analysis utilizing Smart PLS and SPSS provided valuable insights. Findings revealed the potential of Educational Vlogs in mediating the relationship between Push Factors and International Media Student's Mobility. However, self-efficacy does not significantly moderate this relationship. Emphasizing the development of Educational Vlogs tailored to students' needs is crucial. This research contributed to understanding the role of Vlogs in education and laid a foundation for future investigations in this field. Push factors such as lower education quality, employer preferences for overseas graduates, and unavailability of specific subjects contribute to the decision to study abroad. Students rely on Educational Vlogs to gather information about suitable countries and courses, as well as to address concerns related to studying abroad. Self-efficacy and the influence of vloggers who are already studying in the desired country play a crucial role in students' study abroad decision making process.

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Women used as weapons of war in conflict zones: A case study of Indian held Kashmir post 1990

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Abstract: This qualitative in-depth study aimed to explore whether women are treated as a weapon of war in conflict zones. Women are exploited, and their feminity is used against them as a weapon, and Indian Army troops deployed in Indian occupied Kashmir are leaving no stone unturned to harm and disgrace the Kashmiri Community by raping and harassing their women. Women living in Indian Occupied Jammu and Kashmir are the main consideration. 11 in-depth interviews were conducted with the native Kashmir is living in Indian held Jammu and Kashmir. Ethno National Conflict theory was employed to further understand the entire scenario. Findings of the research study suggest that Kashmiris are suffering under the tranny and illegal oppression of the Indian army and the brutal policies. Women are indeed treated and ill-treated as a weapon of war in conflict zones like Kashmir, and ethnic cleansing has been a major goal of the India army in Indian held Kashmir. This research study tends to explain and understand the way women are treated in conflict zones. Women are stereotypically considered a weaker part of society and most fragile as well, and Undoubtedly treated in the worst possible way in the conflict zones. Previous researches show that heinous crimes like harassment, rape, sexual assault are committed against women, and the men are tortured and humiliated as apparently hurting women causes shame, and they lose honor. Indian held Kashmir is a prominent example of a conflict zone, and for over 70 years, people over there are suffering oppression under the tranny of Indian forces.

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Mainstream media and social media news consumption patterns of youth in Lahore Pakistan

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Abstract: Youth use a variety of media to access knowledge, entertainment, and information. Social media has made this more accessible and swifter for youth. Technological advancements have changed global media consumption patterns, so Pakistan has no exemption. With this background, a survey (n=275) was conducted in this quantitative study to investigate media news consumption patterns of university students in Lahore, Pakistan. An online google survey was distributed among youth between the ages of 15 and 24 through purposive sampling, and data was analyzed using the Statistical Package for Social Sciences (SPSS). Uses and Gratification theory served as the study's theoretical foundation. Findings indicate that 78% of youth frequently use social media for social interaction, knowledge, and entertainment, 20% consume traditional media, and only 2% read newspapers. Youth watch television for information and entertainment, but radio is obscured among them. Radio listeners prefer music, while television viewers and newspaper readers prefer news stories. Youth also use social media for education and social media information for business purposes; furthermore, they discuss the messages they get from television and radio. This study informs that the youth relies on social media more than traditional media with a significant margin. Underlined media usage patterns of youth pave the way for future researchers to investigate the phenomenon more rigorously.
Keywords: Youth, Social Media, News Consumption, Mainstream Media

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The influence of Instagram usage on self-esteem and well-being of university students
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Abstract: Social media platforms play a vital role in modern communication and interaction, significantly influencing the well-being and self-esteem of millions of people. Social media shaping the self-esteem and well-being of millions worldwide. These efforts aim to offer a clear comprehensive thoughtful of how social media use impacts individuals' self-esteem and overall well-being over time.

The objectives of the study to explores the influence of Instagram usage on the self-esteem and well-being of university students. It highlights the rapid development of social media and how Instagram has emerged as the most widely embraced platform, particularly among university students. The study also discusses the Instagram use on individuals' self-esteem and well-being, with a particular focus on upward social comparison processes. The researcher uses quantitative method. The purposive sampling techniques was used and 230 participants participate in the study. The survey questionnaire was adapted and use in the presented study to measure the self-esteem and well-being. These four scales are Instagram intensity Scale adapted from the Ellison study, Rosenberg self-esteem scale, Passive and active use measure and life satisfaction scale. The study suggest that the consumption of social media can yield both favorable and adverse outcomes on individuals' well-being and self-esteem. This study emphasizes the significance for practitioners and individuals to exercise cautiousness and awareness in their engagement with social media.

Keywords: Influence of Instagram, well-being, Self-esteem, social comparison, active and passive audience

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Stereotypical representations in Pakistan television commercials; A discourse analysis through Critical Race Theory

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Abstract: This study examines the portrayal of stereotypes in Pakistani children's television commercials through the lens of Critical Race Theory (CRT). It aims to analyze how language, imagery, and narratives contribute to the construction of stereotypical identities within these commercials. The research objectives include exploring the depiction of stereotypes outside Pakistani children's TV commercials, examining the role of language and visual elements in shaping stereotypical narratives within selected commercials, and investigating the ways in which these commercials participate in shaping conventional identities through specific representations. The commercials selected are of popular brands Nestle and Proctor & Gamble Pakistan. Three baby care products commercials are selected for the Discourse analysis. These commercials on-aired on television

includes, i.e., Nido, Cerelac and Pampers. The research questions seek to uncover the mechanisms through which stereotypes are constructed and reinforced both in broader societal contexts and within the specific medium of children's TV commercials. By employing CRT as a theoretical framework, this study sheds light on power dynamics and hegemonic structures in the representation of identity in advertising aimed at young audiences. Through a detailed analysis of language, visual cues, and narrative structures, this research contributes to a deeper understanding of how stereotypes are perpetuated and contested in children's media.

Keywords: Stereotypical Representation, Children's TV Commercials, Discourse Analysis

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Human rights violation in Kashmir: Coverage of Dawn, The New York Times, The Indian Express

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Abstract: Media is reflected as an important force in conflict situations, is able to persuade adversaries and their movements. Whether this impact is positive or negative is resolved by the nature of the journalism offered to the parties in conflict. Human rights violation in Kashmir by Indian armed forces is a sturdy predicament. India is trying to amalgamate Kashmir into Indian administrations but Kashmiri resisting adjacent to all efforts or forced used by India. Through the content of media, it direct to people what to think and how think. Media shapes the perception of the people on specified issues by using the framing and priming techniques. Framing theory used to analyze treatment of human rights desecrations in Kashmir that is most important issue in the era of democratic societies. Main reason to dig out that how these three leading newspapers (Dawn, The New York Times and The Indian Express) frame the issue of human rights violation in Kashmir covered in their news stories and how this coverage influences public opinion. Content Analysis method used in his research study. Coverage of human rights violation in Kashmir has been analyzed in this study. News stories of daily Dawn, The New York Times and The Indian Express were selected from 2016 to 2017. Researcher has addressed two issues, violence and Coverage of the

leading Dailies of three countries. Findings revealed that Dawn newspaper gave more coverage to human rights violation stories of Kashmir while others not as much. International human rights organization, such as Amnesty International, Human Rights Watch and Physician for Human Rights have regularly reported human rights violations in occupied Kashmir. As The Watch reported, the government is responsible for summary executions, torture, illegal detentions, disappearances, rapes.

Keywords: Human Rights, Violation, Kashmir, Dawn, The New York Times, Indian Express

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Social media and the self: Investigating the link between self-portrayal and body image satisfaction among university students

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Abstract: In last decade, social media has become incredibly popular among youth, and its influence has had some long-lasting consequences on people. In many nations, throughout the world, using social media for leisure has grown in popularity over the past several years. People use social media platforms for variety of recreational and social activities, such as gaming, interacting with others, passing the time, chatting, and sharing photos. The purpose behind this study is to explore the link between self-portrayal on social media and body image satisfaction among university students. A survey was conducted to investigate the link between self-portrayal on social media and body image satisfaction of youth. 400 university-going youth aged between 18-24 years were selected through Multistage sampling technique. On first stage, four universities were selected through simple random sampling method; secondly, students were selected through purposive sampling technique. A questionnaire containing questions regarding social media use, self-esteem and body image satisfaction was adapted from previous studies. The results of the study revealed that the constant exposure to idealized images and unrealistic beauty standards on social media platforms could lead to negative outcomes such as lower self-esteem and negative body image. Findings further showed that students who

spend more time on social media are more dissatisfied with their body image as compared to light users. Furthermore, females are more dissatisfied with their body images as compared to male students. This study provides valuable insights for educators, policymakers, and mental health practitioners striving to mitigate the adverse effects of social media on youth's well-being and foster a culture of body positivity and self-acceptance in the digital age.

Keywords: Social media, Self-portrayal, Body Image satisfaction, Youth, Self-presentation

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Role of YouTube beauty bloggers in creating a need for aesthetic procedures in females

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Abstract: This study explores the role of YouTube beauty bloggers in building unrealistic beauty standards among women and how prolonged exposure to such content impacts their self-esteem. The study also seeks to interpret the role of YouTube beauty blogging in creating a desire for the need for aesthetic procedures in women. With the increasing number of beauty products entering the local market almost every day and the impact of social media, the youth nowadays are more experimental and like to try new things that catch their attention. The objectives of the study are; to explore the role of YouTube beauty blogging in creating a need for aesthetic procedures in women; to explore the role of YouTube beauty blogging in creating unrealistic beauty standards in women and to find out the role of YouTube beauty blogging in creating self-esteem issues in women. The study focuses on the new issues of mental health, which are directly associated with YouTube beauty blogging. The researcher has collected quantitative data by surveys with questionnaires and employed statistical procedure to test the research hypothesis. The population of the research is 25 to 50 years' females who are regular viewers of YouTube beauty blogs. Due to a large number of populations in this study, researchers applied Purposive sampling in which the researcher selects those females who watch the videos of

YouTube beauty bloggers and are influenced by those videos. The data was collected through close-ended questionnaires, and this descriptive analysis was used to analyze the findings. The co-relations test was used to find out the relationship between the dependent and independent variables. According to the finding results 89% population agree that the content creators produced different videos on aesthetic procedures on YouTube and they are responsible for creating self-esteem issues among viewers specifically adolescent girls who are stigmatized by beauty stereotypes. Such YouTubers provide hope to young girls but fail to mention the implications of such procedures on the health of patients who undergo them.

Keywords: Gender, Digital Media, YouTube, Self-esteem, Psychological Well Being

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Health communication campaigns and the role of health literacy in shaping behavior change: Case studies from Pakistan

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Abstract: This study examines the impact of health communication campaigns on behavior change in Pakistan. The main focus is on the role of health literacy. The aim is to understand how health literacy levels influence the effectiveness of communication strategies in promoting healthy behaviors. An online survey of 500 people aged 18–35 living in Pakistan was conducted in spring 2024. The study gathered data from a sample of participants from urban and rural areas of Pakistan. The sample includes individuals who have been exposed to health communication campaigns as well as those who have not been exposed. The study is grounded in the Health Belief Model (HBM) to understand behavior change in the context of health communication campaigns in Pakistan. In this study, the HBM helps explain how individuals' perceptions of health risks, the benefits of adopting healthy behaviors, and their confidence in their ability to change contribute to behavior change. The findings reveal that health literacy plays a crucial role in shaping behavior change. The participants with higher levels of health literacy are more likely to engage with and act upon health messages. It results in leading to positive behavior change. However, the study also finds that there are significant disparities in health literacy levels between urban and rural

populations. The rural areas facing greater challenges in accessing and understanding health information. The study also identifies challenges faced by health communication campaigns in Pakistan. The limited access to health information, language barriers, and lack of trust in health authorities are few of the challenges. These challenges underscore the need for targeted interventions that address the specific needs and concerns of different population groups. The study suggests that health communication campaigns should focus on improving health literacy levels. In rural areas, improvements in health campaigns should be introduced to enhance their effectiveness in promoting behavior change. The study will help Policymakers and health practitioners in designing effective health campaigns. It can design more effective health communication strategies that lead to positive behavior change and improved health outcomes.

Keywords: Health communication, Behavior change, Health literacy, Socio-cultural factors

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Media, military, and Pakistani politics: A qualitative analysis of youth's views

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Abstract: This qualitative study explores the perceptions of Pakistani youth regarding the intricate relationship between media, politics in Pakistan and Military establishment of the country. It explores A country's military establishment is considered an influential and policy maker body. Their role is significant in determining the political landscape, and determining direction to governance for understanding youth perspective. Age group of 18-24 is crucial as they represent significant demographic in Pakistan, with their opinions shaping the future of country. This study was conducted by utilizing focus group method. Three focus groups were conducted from young students aged between 18 – 24 years. There were eight participants in each focus group. Participants were selected through purposive sampling technique. Students of social sciences those who have interest and understanding of media, politics and military were selected as participants. The focus group aimed to explore the nuanced opinion and beliefs regarding the media role in portraying

military influence on politics and overall impact of civil military relationship on society. Data was analyzed using thematic analysis. Discussion revolved around the military activities and media coverage on it. There was a consensus among participants regarding the bold military stance and influence on politics as well as political figures. Whereas many expressed deep concerns about the implications for democracy and civil governance. Overall, this study provides valuable insight into the complex dynamics between media, military and politics in Pakistan from its youth perspective. The findings have implications for media literacy, democratic governance and the role of military in Pakistani society.

Keywords: Media, Military, Politics, Youth, Democracy

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Twitter (X) and political participation: An assessment of Pakistani journalists' perception

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Abstract: In the era of digital communication, social media platforms have emerged as significant forums for political socialization, enabling individuals to engage in discussion and express their viewpoints on political issues. This study aims to investigate the perception of Pakistani journalists regarding political participation. The main objective of the study is to find out whether political participation on Twitter (X) makes journalists participate in real-life political events or discussions and to inquire about the perspective of journalists on whether their political decisions changed due to Twitter (X) usage. The study employed a quantitative research design. The researcher utilized a survey method to collect the data. The sample of the study consisted of 200 working journalists, selected by using purposive sampling technique i.e., all selected journalists were users of Twitter (X) and members of the National Press Club Islamabad, Pakistan. The findings of the study revealed that a significant majority of journalists in Pakistan utilize Twitter (X) for political discussion, highlighting the platform's importance in shaping political perspectives. The results indicated that more use of Twitter (X) catalyzes journalists' political participation. The majority of journalists were of the view that their online political participation encouraged them to engage in offline political participation.

Furthermore, the study emphasized the important role of Twitter (X) in empowering journalists to articulate their opinions on political issues and potentially impact the decision-making process. Moreover, findings revealed that Twitter (X) is a significant platform for open dialogue and debate regarding political issues. The research contributes to the understanding of the role of social media in political participation, particularly in the context of Pakistan's media landscape. The findings have implications for policymakers, journalists, and researchers interested in the intersection of communication, politics, and social media. Further research can build on these findings by exploring the impact of Twitter (X) on journalists' political behavior and decision-making processes in more depth.

Keywords: Twitter (X), Social Media, Pakistani Journalists, Political Participation

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Problematic Social Networking Site Use (PSNSU) and well-being: a study to explore the effects on females

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Abstract: The impact of problematic social networking site use (PSNSU) and social well-being of females is explored in this study. The present research provided how problematic social network site use (PSNSU) influences the daily social life that affects the social well-being of females. Due to SNS's rapid rise in popularity, numerous empirical research on their potential benefits have been done, including the ability to overcome age- or work-related constraints (such as physical distance from close one). This study highlights the importance of offline activity and social interaction increased social well-being rather than online interactions. Online time spent and extreme use of SNS reduced social well-being. The aim of the study includes examining the relationships between PSNSU and social well-being, analyzing changes in well-being based on levels of social media use, and examining demographic variances. A survey with the sample size of 400 females between the ages of 18 and 50 from different groups, including students, housewives, and

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working women, from Lahore was conducted. Participants were selected through a Multistage sampling technique. The study's findings indicated that problematic social networking site use had a detrimental effect on women's social well-being. Furthermore, results provide important new information, like the following: age, education, and occupation all have distinct effects on social well-being. Second, Caplan's problematic Internet use Model connecting well-being to PSNSU did not receive a lot of evidence, it does highlight the complex relationship between digital behavior and well-being. Thirdly, there are differences in women's well-being based on their marital status. The findings highlight the value of taking a comprehensive approach when evaluating well-being because digital behaviors and personal attributes interact in complex ways. The results highlighted the need for personalized treatments to improve well-being to face of increasing digital revolutions by having theoretical as well as practical ramifications. Future study directions in this dynamic environment include cross-cultural assessments, longitudinal studies, and the investigation of potential mediating and moderating factors.

Keywords: Problematic Social Networking Sites Use (PSNSU), social well-being, Social Media consumption

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Assessing the readiness of higher education institutions to integrate artificial intelligence literacy: A case study of Pakistan

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Abstract: Integrating Artificial Intelligence (AI) literacy into existing media and communication studies curricula and practices is becoming increasingly vital, transforming the processes of content creation, consumption, and distribution. The merging of AI technologies within media-related professions has led to a growing demand for AI literacy among media students. This study explores the preparedness and insights of Pakistan's media and communication studies students embracing AI literacy within higher education institutions. A survey focusing on participants' backgrounds, awareness of AI, and perceptions of AI applications within media education was designed to gather data from media and communication studies students (n=531). Students were selected through a simple random sampling

technique from different institutes offering media and communication studies programs across Pakistan. Findings indicated that a significant percentage of respondents demonstrated interest in AI and had limited awareness and understanding of its applications within media education. A significant majority reported acquiring knowledge about AI tools through self-learning. Interestingly, students showed keen interest in AI applications in media and communication-related academic activities. This research serves as a foundational evaluation, providing insights into the readiness of media and communication studies students, particularly in Pakistan and, more broadly, in the global south, to adopt AI literacy within higher education. In the end, recommendations are given to academicians, education managers, and policymakers to augment and promote the AI literacy levels among media students in academic milieus.

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Stimulated advertisements, hyper-reality and simulacra: Exploring beauty ideals in postcolonial discourse

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Abstract: The colonial legacy has left Eastern societies in a realm where aesthetic values are still determined by ex-colonizers. Society's approach towards and criteria for beauty do not come from a set of principles founded objectively. Thus, social and cultural construction has a significant role in constituting our aesthetic values. This research was aimed to analyze the discourse of selected advertisements that create a simulated reality of beauty. Several products are advertised that aim to whiten any skin that is *deemed* dark or *unlikeable*. An ideal of beauty that frequently coincides with the colonial gaze is perpetuated by these commercials. Repeated circulation of these images has disrupted and blurred the line between reality and illusion. This practice leaves viewers with distorted self-perceptions. Drawing upon Baudrillard's concepts of *simulation* and *hyperreality*, this research delves deep into exposing the ideology that determines our criteria for beauty. Hyperreality, according to

Baudrillard, is "an inability of consciousness to distinguish reality from a simulation of reality, especially in technologically advanced postmodern societies". He further argues that the images, which he terms hyperreal, precede our lives as they become more real than what we experience around us. Baudrillard presents four phases of an image that reaches a level where it is hard to distinguish between real and illusion. These phases are Sacramental Order (Despite being strongly linked to its original referent, the image still has a sacred character), Order of Maleficence (The image here challenges reality by taking on an ominous quality), Order of Sorcery (The picture takes on magical qualities that change our understanding of reality) and Pure Simulacra (The image reaches a peak where it exists as a self-referential symbol and transcends all of reality). By examining these images through the orders, this research identified that the realm where an image becomes a pure simulacrum that blurs our consciousness. The findings of the study intricate how aesthetic standards in postcolonial cultures are still shaped by the legacy of colonialism. There are indications of the continued influence of former colonizers on beauty standards and preferences if you look closely at marketing.

Keywords: Hyper-reality, Stimulated Advertisements, Simulacra, Beauty ideals, Post-colonialism, and Discourse analysis

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Fear of victimization in the digital age: A Multi-Dimensional analysis of youngster's Psychological Wellbeing

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Abstract: The well-being of individuals is significantly compromised by cyber harassment, which includes actions such as cyberstalking and cyberbullying. Even though fear is frequently linked to victimization, research shows that a significant portion of victims of online harassment do not necessarily feel afraid when they are pursued online. Psychological harm, including anxiety, panic attacks, and despair, is frequently experienced by victims of cyberstalking and harassment. The likelihood of cyber-victimization among young people is significantly influenced by characteristics such as Internet

exposure, underscoring the significance of understanding the connections among different predictive factors. Consequently, combating cyberbullying necessitates a multifaceted strategy that takes into account victims' fear and emotional reactions as well as the effects on victims' mental health. The current study uses a five-stage analysis to look at the relationship between cyber-harassment and fear of victimization using a local representative sample of 1000 youngsters aged 12 to 18. Two main research issues are addressed through the conducted analysis. First, regardless of the impact of historically significant factors, is the question of whether victimization from cyber-harassment is directly related to fear of victimization. Secondly, what other factors are still directly related to students who are experiencing cyber-harassment's fear of becoming victims, as we continue to explore the relationship between cyber-harassment and fear. A quantitative research design has been used in this study using survey method. A questionnaire was developed which comprised different sections identifying prevalence of cyber-harassment among youngsters, factors that lead to such incidents and its relationship with fear of victimization. This study examined the patterns of cyber-harassment among youth in Lahore, Pakistan, aged 12 to 18, with a focus on gender and age disparities. A chaotic school/college environment and a fear of becoming a victim of cyber-harassment are positively and significantly correlated, according to a study using logistic regression analysis to analyze the relationship. Further examination revealed that fear of victimization is the only factor that appears to be correlated with individuals who report having experienced cyber-harassment.

Keywords: Cyber-harassment, Fear, Victimization, Gender disparity, and Logistic regression

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Human interactions and AI: Stimulating interpersonal relationships through Social Virtual Reality

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Abstract: Stemming from the idea of collaborative virtual environments (CVEs), social virtual reality (VR) refers to 3D virtual

worlds where numerous users can engage with one another through VR head-mounted displays (HDMs). Social VR applications, such VR Chat, AltspaceVR, and RecRoom, have been emerging as the next generation of VR during the last five years, providing digital social spaces where people can connect, communicate, and socialize in more immersive and innovative ways. A research agenda has emerged in response to the growing popularity of social VR, which aims to explore more about the mediated interactive experiences in these innovative digital social spaces. This includes design strategies, communication modes, interactive activities, engagement of children and long-distance couples, self-presentation, and avatars. This research focuses on the potential benefits of emerging social VR systems for developing more complex, immersive, and embodied interpersonal interactions. These systems offer high-fidelity and multidimensional physical presence in brand-new, distinctive social interaction settings. Based on 30 interviews, our study focuses on three main areas: 1) the primary drivers of interpersonal relationship building and maintenance in social VR; 2) a range of innovative activities that allow users to cultivate relationships in social VR; and 3) the complex effects of relationships mediated by social VR on users' social lives both online and offline. We shed light on the unique role that social VR plays in transforming the way individuals meet, interact, and build connections with others in contrast to other kinds of media, which advances our knowledge of mediated interactive experiences. In order to improve accessibility to beneficial, enjoyable, and stimulating interpersonal relationships, we also offer potential paths that could guide the development of future social VR systems.

Keywords: Social Virtual reality, Human communication, Online Relationships, Computer-Mediated Communication, Online Interaction, and Social Computing

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The role of Tiktok in social comparison: A survey of Lahore based female user's

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Abstract: With the surge of short video-sharing platforms, social media engagement in Lahore, Pakistan, has witnessed rapid growth,

particularly among platforms dedicated to opinion exchange and knowledge dissemination. TikTok, a prominent short video platform, has emerged as a favored platform among the populace, fostering a vibrant community where individuals, particularly females, engage in sharing personal experiences and exchanging information. This paper seeks to extend existing research methodologies by focusing on the phenomenon of social comparison within the female demographic in Lahore. Drawing from previous research on social comparison dynamics, this study employs survey methods tailored to the female population in Lahore to explore the ways in which females engage in social comparison on TikTok. Specifically, this research examines the types of comparisons made, the factors influencing comparison behaviors, and the outcomes of such comparisons within the female community in Lahore. This Analysis reveal distinct patterns in the ways female residents of Lahore engage in social comparison on TikTok. This study observe that certain themes and narratives prevail in discussions related to self-worth, body image, and lifestyle aspirations among females, reflecting the unique socio-cultural context of Lahore. Additionally, our analysis highlights the significant role of TikTok in shaping perceptions and fostering comparison tendencies among female residents of Lahore.

*Keywords***:** video-sharing platforms, Knowledge dissemination, Body image, Lifestyle aspirations, social comparison, Tiktok

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Coverage of Afghan Refugees mass deportation: A comparative study of leading English dailies of Pakistan and Afghanistan (Daily Dawn and Afghanistan times)

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Abstract: This research article presents a comparative content analysis of the coverage surrounding the mass deportation of Afghan refugees from Pakistan to Afghanistan, announced by the Pakistani government on October 3, with deportations commencing on November 1. The mass expulsion targets an estimated 1.7 million undocumented Afghans residing in Pakistan for nearly two decades, primarily those lacking valid visas or who have overstayed their visas by more than a year. Focusing on leading English dailies, namely Daily Dawn (Pakistan) and Afghanistan Times, this study unveils

contrasting narratives and viewpoints. Drawing upon framing theory and agenda-setting theory, the research employs a coding sheet for content analysis. The population under study includes news articles and editorials published in Daily Dawn and Afghanistan Times from October 3 onwards until the end of November. Daily Dawn's coverage encapsulates divergent perspectives, portraying deportation as a necessary step for Pakistan's security, citing concerns such as terrorism, crime rates, and social issues like child labor and drug trade attributed to Afghan refugees. Daily Dawn underscores Pakistan's prerogative in enforcing deportation measures. Concurrently, it highlights the plight of long-term Afghan residents and advocates for alternative solutions. In stark contrast, the Afghanistan Times denounces Pakistan's decision as a potential human rights catastrophe, warning of grave violations awaiting returnees, including arbitrary arrest, detention, and torture. Amid Afghanistan's existing challenges such as earthquake aftermaths and widespread displacement, the publication argues against hasty deportations, emphasizing the necessity for comprehensive preparation and assistance. This study contributes to the discourse on migration, security, and human rights, elucidating the complex dynamics and implications of mass deportations on Afghan refugees and regional stability.

Keywords: Afghan refugees, Mass deportation, Pak-Afghan relation, Daily Dawn, Afghanistan Times

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Role of media literary in eschewing sensitive content: An analysis of the perception of media graduates in Lahore

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Abstract: Media literacy entails critically analyzing and interpreting media messages while engaging responsibly. Effective teaching of media literacy cultivates skills in discerning biases, evaluating credibility, and making informed decisions, promoting responsible media management and ethical engagement, especially concerning sensitive content. This study examines the impact of media literacy on the ability of media graduates in Lahore to responsibly manage and eschew sensitive content. This study aims to investigate, how well-educated people in Lahore understand and handle media,

especially when dealing with sensitive topics and how media education programs in Lahore are good at teaching students to recognize and manage sensitive information in a responsible way. Furthermore, study aims to explore the impact of media education on career decisions among graduates, particularly in terms of their inclination to avoid engaging with sensitive content. The study integrates concepts from Cultivation Theory and Social Cognitive Theory, using these perspectives to understand how long-term media exposure and social environments respectively contribute to shaping behaviors and decision-making processes in media professionals. By applying these frameworks, Scholars analyze the intersection of media consumption, behavioral norms, and ethical media practice among graduates. Researchers use a straightforward quantitative approach, conducting a survey with approximate 350 media graduates in Lahore. This survey uses closed-ended questions to collect data on the graduates' levels of media literacy and its practical impact. This research is pivotal as it provides insights into the efficacy of media literacy programs in a region inundated with diverse and often sensitive content. The study finds that media graduates in Lahore, with enhanced media literacy, exhibit a greater ability to responsibly manage sensitive content, potentially influencing their career decisions to avoid such engagement

Keywords: Media Literacy, Sensitive Content, Media Education, Cultivation Theory, Media Ethics

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Exploring the impact of Twitter on the disposition of mind: a survey of Lahore-based female youth

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Abstract: This study explores the complex relationship between Twitter usage and the mental well-being of young women in Lahore, Pakistan. The research aims to analyze the specific effects of Twitter on the mindset and emotional state of female youth in the city. Utilizing a quantitative approach, data was gathered through surveys from Lahore-based female youth actively using Twitter. The survey, conducted with a sample size of 400 participants, covered various aspects such as frequency of Twitter usage, types of content consumed, emotional responses elicited by tweets, and overall

satisfaction with online experiences. Furthermore, this provided deeper insights into participants' subjective experiences and perceptions regarding Twitter's impact on their mental state. While majority participants reported positive outcomes such as enhanced social connections, exposure to diverse perspectives, and opportunities for self-expression, others highlighted negative consequences including increased anxiety, stress, and feelings of inadequacy due to comparisons. Additionally, the study identified various factors influencing the diverse effects of Twitter on participants, including individual personality traits and the socio-cultural context of Lahore

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Influence of social media on the popularization of semi-classical dance forms over five years among youth: A study in Lahore, Pakistan

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Abstract: This study conducted to investigate the influence of social media on the popularization of semi-classical dance forms among the youth in Lahore, Pakistan, aimed to reveal temporal shifts in awareness and engagement with semi-classical dance forms to elucidate the changing role of social media in shaping cultural preferences and behaviors. The comparative analysis has been done from the years 2019-2024 to assess the evolving impact of social media on generating interest in these traditional art forms. A quantitative survey-method approach with a sample of 100 individuals chosen through purposive sampling from ages 18-30 was conducted to assess their exposure to and engagement with semi-classical dance forms through social media channels. The findings of this study revealed that social media platforms do in fact, contribute to the popularization of semi-classical dance forms among the youth in Lahore and proved to generate interest in youth effectively today than five years ago. It is great to see people developing an immense respect for art and acquainting themselves with different dance-forms unlike never before. To enhance the popularity and appreciation of semi-classical dance forms among the youth in Lahore, Pakistan,

targeted social media campaigns such as videos and interactive posts can be made to capture the attention of the audience, collaborations with social media influencers and traditional artists can be done to reach a wider audience, same as cultural events, workshops, and performances can be organized to provide opportunities for youth to experience semi-classical dance forms firsthand, fostering a sense of community and belonging.

Keywords: Semi-classical, dance, art, tradition, youth

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Effects of romantic scenes in Pakistani dramas on Lahore-based university students

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Abstract: The study "Effects of Romantic Scenes in Pakistani Dramas on Lahore-Based University Students" investigated the social and psychological effects of watching romantic scenes in Pakistani TV series, focusing especially on its impact on youth. Since television is an important source of entertainment and culture in Lahore, this study focuses on the impact of romance on the attitudes and behavior of university students. The main aim is to reveal the psychological response and adaptation level of university students of Lahore to romantic themes in dramas and to evaluate the social impact of their behavior. Students providing insight into the experiences and understandings of a representative sample of young university population. The theoretical framework of social learning theory and design can guide analysis by providing a better understanding of how people learn and process information in the context of media influence. Media, culture and youth behavior in creating the national context. By examining the impact of television programs on health and social behavior, this study concludes in a way that can inform the nature, intervention policy and management content of social media literacy programs in the media to improve health and preserve culture in a rapidly changing environment.

Keywords: Romantic Scenes, Television, Dramas Effects

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Impact of horror movies on Pakistan adolescents: An exploratory study

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Abstract: This study aimed to investigating the potential Impact of horror movies on Pakistani adolescents. The introduction provides a background on the growing popularity of horror movies among adolescents and the concerns regarding their potential impact on psychological, emotional, and behavioral aspects. The theoretical framework is based on the Cultivation Theory, and Social Learning Theory, which collectively provide a comprehensive lens to understand the cognitive and behavioral Impact of media exposure on young minds. The study adopts a quantitative approach with a sample size of 307 adolescents (n=300), employing a stratified random sampling technique to ensure representation across different socio-economic backgrounds and regions in Pakistan. Data collection involves self-report surveys, including validated scales to assess psychological reactions, emotional responses, and behavioral changes after exposure to horror movies. The findings of this research contribute to the existing literature and inform parents, educators, and policymakers about the potential consequences of horror movie consumption among Pakistani adolescents facilitating informed decision-making and promoting media literacy among the youth.
Keywords: adolescents, Behavioral Changes, Cognitive Effects, Emotional Responses, Horror Movies, Media Exposure, Pakistan, Psychological Reactions, Young Minds

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Impact of political leaks on changing Pakistani political dynamics: University student response

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Abstract: The genre of Politics undergoes continuous transformation and evolution with the emergence of Internal and new media and the association between political leaks and the political environment in Pakistan is an intriguing topic. This research endeavored to discover the impact of political leaks on the university students of Pakistan. The main aim of this research is to understand the perception of Pakistani students regarding political leaks and how these leaks frame their political perceptions. This research also measures the extent of Pakistani students regarding their political engagements and

perceptions as they are both the contributors and product of digital era. Agenda setting theory, framing theory and Cognitive Dissonance theory are used as a theoretical underpinning while this study employed quantitative approach for the data collection and Survey Questionnaire was used as a tool for data collection and the sample size was 350, selected on the basis of convenience sampling. The findings of this study suggests that there is a gender difference and age difference in the formulation of perspective, social media usage is also an important factor in the formulation of political perception regarding political leaks while there were notable associations between the news medium and awareness of political leaks with the media showing a negative link.

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Impact of Violent Netflix Series on University Students in Lahore

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Abstract: The transition from traditional to digital media has fueled the rapid expansion of streaming sites like Netflix in recent years. Violent series have emerged as the most popular genre among the abundant content available. Despite their popularity, Netflix's violent series are widely recognized for their impact on viewers. Continuous exposure to such violent content over an extended period can cause desensitization. Desensitization makes viewers impervious to violent content by reducing their shocked reaction to atrocities which also leads to the normalization of violence amongst them as well as generating violent tendencies. This study investigates the impact of frequent consumption of violent Netflix series on university students in Lahore, with an emphasis on desensitization and its possible consequences. This study, guided by the theoretical framework of cultivation theory, seeks to evaluate the association between exposure to violent Netflix series and desensitization in university students. The study looks into whether desensitization leads to increased tolerance for violence and, potentially, aggressive tendencies among viewers. A survey with closed-ended questions was distributed to a

sample of 150 university students aged 18 to 24 in Lahore. The survey results evaluate participants' watching behaviors, including the frequency and length of their exposure to violent Netflix content, as well as their attitudes toward violence and empathy. The outcomes of this study help us understand the possible effects of violent media use on young adults and suggest measures for minimizing its negative consequences.

Keywords: Netflix, Desensitization, Violent Series, Violent Content

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Effects of media sexuality on mental health of youth: mediating role of sexual health literacy

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Abstract: The proliferation of sexualized media images has significance effect on youth's mental health. The present student explores the media sexuality on mental health of the youth. The data was collected throughout simple random sampling technique in this study survey method was employed the data was collected from N=330 respondents (Male=138 and Female=192) age range between 18-35 yeas. The findings of this study revealed that media sexuality is positively correlated with mental health of the youth. Moreover, media literacy also has a significant effect on mental health of youth. The limitations of the study, including the use of self-reported data and no-normal data distribution. The research recommended longitudinal studies, using a variety of sample approaches, and creating educational media literacy initiatives for the further studies. These findings have ramifications for public health, education and media responsibility.

Keywords: Education, Media portrayals, Mental Health, Sexual health literacy, Youth

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Examining the effects of AI incorporation in everyday student life: A statistical investigation of effects of AI corporation

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Abstract: This study looks into how AI-powered personal assistants could improve everyday communication and task management.

Artificial intelligence (AI) has led to the widespread use of virtual assistants like Google Assistant, Siri, and Alexa in our daily lives. These assistants can accomplish a variety of tasks, such making appointments, sending messages, and organizing to-do lists. This study explores how well AI-powered personal assistants can automate repetitive chores, manage calendars, and enable smooth communication between different platforms and devices. This study aims to investigate how students' everyday lives are affected by the incorporation of Artificial Intelligence (AI), with a particular emphasis on the consequences for several facets of their educational and personal routines. Artificial intelligence (AI) technologies are becoming more and more integrated into daily life in the modern world. They provide solutions ranging from entertainment and personal organization to academic support. The purpose of this study is to investigate how students' productivity, learning results, and general well-being are affected by the incorporation of AI technologies, including smart assistants, scheduling systems, and applications for education. The research aims to identify the advantages and difficulties of integrating AI into the lives of students through statistical analysis. These advantages and difficulties include worries about privacy and issues with managing time, academic achievement, and access to educational resources.

Keywords: Artificial Intelligence, Academic Performance, Student Life, Productivity, and Time Management

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Impact of social media platforms on addressing and creating awareness of mental health problems in youth and adults: A study from Lahore district

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Abstract: The researchers were enthusiastic to analyze the impact of different social media platforms in addressing and dispersal awareness about mental health problems in adults and young people of district Lahore. The most problematic thing on the way of coping with mental health issue and reviving from this condition is to acknowledge that there is some delinquent which needs to be rectify. A lot of people do not feel comfortable to visit a physicists or psychologist to concern for their mental health issues. For all such

people online initiatives are not less than a blessing, as they can get all the consultation without leaving their couch and even without disclosing their identity. Social media helps in formation of online communities which centered on the mental health care. Adult along with young people get influenced by the social media content whether these are V-logs regarding dark physiology, motivational speeches or some kind of personality tests to check and measure the mental health and wellbeing of a person. In this district Lahore based study, the researchers collected data and found out the results through a combination of survey and content analysis. This research aims to highlight the impact of social media towards creating awareness of mental illness. This study surveyed 200 people of 16 to 45 years old to test their consideration about the impact of social media platforms on giving awareness about mental health problems. Also, three Facebook groups, three Instagram motivational influencer's accounts and three You Tube channels for mental wellbeing were observed. This study found a substantial impact of social media platforms in spreading and helping people addressing and creating awareness about mental health problems.

Keywords: Mental health, Creating Awareness, Mental Health problems

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Netflix and the evolution of cinema: A contemporary examination

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Abstract: This study dives into Netflix's transformational influence on the modern cinema environment, using a multifaceted methodology that blends theoretical analysis and methodological research. As streaming services, led by Netflix, redefine audience interaction and challenge traditional concepts of cinema, this study seeks to examine the issue from several perspectives. Methodologically, the research conducts an in-depth review of Netflix-original films and series, concentrating on major thematic and stylistic components. This research reveals rising patterns in narrative approaches, genre preferences, and representation, offering insight on the unique qualities of Netflix-produced material and their implications for larger cinematic trends. Theoretical foundations

focus on cultural studies, namely Stuart Hall and Raymond Williams' views, to situate Netflix's cultural importance within current media consumption patterns. Furthermore, ideas from media sociology, such as audience reception theory and the public realm, are used to investigate how Netflix influences audience involvement and participation in cinema conversation. By combining qualitative content analysis with theoretical frameworks, this research seeks to give a thorough explanation of Netflix's role in changing the current film industry. It investigates how Netflix's distribution tactics, such as binge-watching and algorithmic suggestions, affect story structures, aesthetic choices, and audience preferences. Furthermore, the study looks at the socio-cultural implications of Netflix's worldwide existence, namely its role in promoting cross-cultural interchange and questioning prevailing narratives in mainstream film. Finally, this study adds to the continuing discussion about cinema's future in the digital era by providing detailed insights into Netflix's disruptive impact. This study sheds light on the intricate interplay of technology, aesthetics, and society in defining current cinematic experiences by examining both Netflix's content and its larger cultural effect.

Keywords: Cinema Evolution, Netflix, Contemporary Examination and Culture Shift

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A conceptual analysis of researching online tutorials and student achievements for quality education in universities

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Abstract: Online tutorials and student's achievements are outstanding wonders. This research aims to provide understanding on the concept of online tutorials that is consistently seen as a key indicator for student achievements in the universities. For learning environment in quality of education there is a specific and limited concept of student's achievement and online tutorials together and summarize many of the relevant significant researches in the phenomenon of interest; this conceptual paper is generated from the researcher to investigate the phenomena of the findings from different researches indicating that online tutorials have a significant and vital role in student's achievements. Furthermore, it is significant that the deprivation of the online tutorials should also be highlighted in future

research that can enhance the theoretical knowledge. This research is based on deductive approach to study secondary data for the phenomena under study. The results are drawn on the basis of Quan Qual approach of content analysis. From the clear findings of 40 research papers and articles of renowned and top-tier journals, proceedings and publishers; it is clearly significant to state that online tutorials do positively affects the achievements of the university students by motivating them, fulfilling their understandings, improving their grades and furthermore allowing them to learn online. The core research gaps that are found in the researching of the phenomena indicated that social media platforms that are contributing towards the online tutorials example YouTube et cetera are less studied, secondly there are no differences in the face to face classes and online classes performances of the students that needs to be further investigated further, and it is necessary to again mention that technical hands on education and knowledge is very difficult in online learning that needs to be addressed in future researches too. These emerging gaps are required to be studied further.

*Keywords***:** Online Tutorials, Student Achievements, Social Media, Quality Education

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Investigating objectivity and journalistic styles in Pakistani news bulletins

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Abstract: This study aims to analyze the objectivity and different journalistic styles in Pakistani Electronic Media. As, poor wages, policies of media organizations, personal values of the journalists, and media laws and censorship affect journalistic professionalization in the Pakistani news media industry and most of the Pakistanis seek information from news hence, it becomes important to study journalistic practices of Pakistani TV news channels. T*his* research analyzes the objectivity level and different journalistic styles in the news stories of top three TV news channels of Pakistan *ARY News*, *Dunya News*, and *Geo News*. This study also determines where the Pakistani electronic media fits into the classification of media systems (Hallin & Mancini, 2004) based on the level of objectivity

and journalistic styles. A quantitative content analysis of randomly sampled news stories ($N = 2{,}675$) from the prime-time news bulletins of the selected TV channels was conducted. The findings from the content analysis show that the Pakistani electronic news media exhibits moderate level of objectivity. Descriptive style is found more dominant than opinionated and interpretative reporting styles in the news coverage of mainstream news channels. Moreover, the results also reveal that the Pakistani electronic news media falls into the Polarized Pluralistic Model with reference to objectivity level and journalistic styles.

Keywords: Objectivity, Journalistic Styles, Comparative Media Analysis, Media Models

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Digital media, cartoon characters and shopping behavior of children of Gujranwala division

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Abstract: Mass media has been considered a powerful tool for restructuring the attitudes, choices, and behaviours of the public nowadays. Regarding this, it is observed that children are crazy towards cartoons and mostly purchase the products associated with their favourite cartoons. The study addresses the role of cartoon characters introduced by these media giants, i.e., Cartoon Network, Disney, Fox and Nickelodeon, on the shopping behaviour of children regarding socio-demographic structure. It also observed whether failure to buy cartoon character-related products creates any sense of deprivation among them. The survey method was used with a quantitative approach to collect the data, based on Parents having children aged from 4 to 12 years, and data was collected from Gujranwala Division. Researchers concluded that children are affected by cartoon shows in their purchasing behaviour, as a large number of them buy toys, dresses, accessories and belongings related to their favourite cartoon characters. Most parents make shopping decisions, but a valuable percentage of children make them themselves. Children cry or get angry when they cannot buy things related to their favorite cartoon character. This anger sometimes, this

anger creates a sense of deprivation among them; in addition, it is also observed that a few children are also influenced by the kitchen or household shopping.

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Parental restrictive mediation for children's social media use in Lahore

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Abstract: In 2023, the School Education Department SED, Punjab made a release "stating that they would integrate the internet into the schools". It is closely related to our "problem" – the fact they touched the very important observation of parental mediation of digital media in the children's life. A questionnaire is developed adapted the scales from the study of Fakhar (2020) to find out this relationship – the first part is about the "parents' media literacy level" –and with the second part – the most significant effects and ways of parents control of the child's media use. The "parents" of 385 students taken to the "total population" with the "95% confidence level". The "imprecision" was 5%, and we supposed that "the population" was distributed at "50%". The parents are in "different origin, and life-endings" – married, divorced, widowed, widower, separated. Through statistical techniques that are ANOVA with Tukey tests and Stepwise Linear Regression, this study unveils the linkage between parental media literacy and the level of restrictive mediation in school-going children, particularly aged between nine to twelve concerning social media engagement in Lahore. Furthermore, the parental martial, economic status, and the level of education would be utilized as mediator variables to anticipate their dependent mean on restrictiveness mediation. This research provides the understanding of the parental influences which determine children's access to social media especially in Lahore. The results are expected to help know

how parenting literacy, socioeconomic status and education levels affect restrictive mediation. The knowledge about these aspects is important for coming up with effective ways through which school going kids can properly use media as a result of technology being more involved in teaching with advancement in digital continent.

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Impact of Bollywood Movies in cultural transformation among Pakistani youth: A case study of Sargodha, Pakistan

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Abstract: This study is an effort to investigate the "Impact of Bollywood on cultural transformation among Pakistani youth in university of Sargodha's students, Sargodha. The study used the survey method for data collection. A sample of 300 respondents consisting of 150 Males and 150 Females aged 20-30 has been taken from the students of university of Sargodha, using purposive and convenience sampling technique. The findings show that majority of overall respondents prefer to watch Indian movies to gratify their entertainment needs than Hollywood and Lollywood movies and they follow the mannerism and life style shown in movies having considerable effect on their cultural patterns. Majority of viewers prefer cable television watch movies more frequently than CDs, DVDs, Cinema and Dish antenna. They are more influenced by television characters especially depicting western and Indian life style and dressing. Majority of viewers are of the view that gender interaction in Indian movies is presented through mix gathering, office working, Drinking, Eating, Singing, Dancing, and handshaking. Similarly, viewers prefer to participate in these atmospheres during their daily lives. The findings show that story, casts, music, set design, songs, violence, romance, comedy, dialogue, and suspense used in Indian movies significantly attract the viewers. Moreover, viewers are of the view that modern dresses used in Indian movies largely affect the Pakistani culture. On the other hand, viewers do not significantly prefer to wear sleeveless tops, t-shirts, Sari, and miniskirts respectively. The findings reveal that Indian movies also

influence the language, dresses, festivals, music, food habits, and drinking of the native cultural trends.

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Exploring the journalistic perspective on the role of media in transforming dressing styles of women

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Abstract: This study attempts to understand the journalistic perspective regarding the role of media in transforming dressing styles of women in Pakistan. Fashion is not only, one of the largest industries of the world but it is an integral and essential part of our life. It is assumed that media has the power to transform and replace cultural norms and values of a society. However, fashion journalists are considered arbitrators of taste as they tell people about the latest fashion and prompt general public that how to carry or place new trends. They not only highlight but also promote the fashion a step ahead with the transforming cultural dimension of the society. The present study identified the factors that leads to transformation in terms of culture. Theoretical framework of the present research was determined by the cultural transformation theory. To probe the perspective and approaches of fashion journalists, the current research employed In-depth-interview as research method. The proportionate sample of 17 (N=17) fashion journalists (both males and females) were chosen through purposive sampling procedure. The measures for collecting data comprehended a face sheet including demographic details and interview protocol was also developed. The finding revealed that fashion journalists has a significant role to transform dressing styles of women in Pakistan and they hold the ability to reshape and reshape the cultural values of a society.

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Exploratory the impact of social media advertisements in endorsing fashion sense among university students

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Abstract: The study examines the impact of social media advertisements, specifically fashion related ads on Facebook and Instagram, in promoting fashion sense among university students. The objective of this study is to examine if fashion ads on Facebook and Instagram promote fashion sense, influence purchasing behavior towards fashion products, and create fashion exposure about new trends and styles among university students. The foundation of this study is based on two theories, first the cultivation theory which focuses on the long-term effects of media exposure on individuals' perceptions, attitudes, and behaviors, second social learning theory which states that individuals learn and acquire behaviors through observing and imitating others, particularly in social contexts. The research uses a quantitative approach, using a survey method and a structured questionnaire. The sample size is 200 students from the University of Narowal. The study concluded that there is significant positive association between exposure to fashion advertisements on social media and fashion sense, purchasing behavior towards fashion products and fashion exposure to new and different fashion styles and trends. Fashion industry is a huge sector of production in the world. This study holds substantial significance as it aligns with the United Nations SDG (sustainable development goal) no. 12, focusing on responsible consumption and production. As in the light of literature, theories and findings of this study social media has huge impact on people especially university students who are the future of this world and it influences their choices, preferences and purchasing behavior towards fashion trends and products. So if social media advertisers and fashion production companies or brands utilize marketing and promotion strategies for promoting environment friendly fashion products with new trends then it can bring a positive change in the society. This study also extends the existing available literature in the similar domain of Communication and Media.

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Role of social media platforms in political mobilization among youth

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Abstract: The current study investigates the effects of social media on the political mobilization among youth and heightened political awareness. Social media's development has altered how politics are communicated. Nowadays, like, publishing, commenting, and sharing political content online as well as following politicians on Facebook and Twitter have all become increasingly popular ways to engage in political activity. The purpose of this study was to examine how social media has contributed to Pakistan's democracy using 300 respondents of equally male and female students from university of Narowal. The sampling technique of purposive and convenience sampling is used to collect the data while using questionnaire as research tool. The study's main goals were to examine how young people use social media in order to promote political mobilization and to assess how social media affects young people's political awareness in Pakistan. Whereas the uses and gratification theory is applied in current study. People actively engage in media consumption and connect with communication tools by building profiles and organizing activities that are similar. Therefore, many researchers have worked on these topics. Additionally, it is clear from research results that young use of social media is promoting democratization and political participation in Pakistan.

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Fashion journalism and culture: Transformation of apparel based on gender through fashion images of print media

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Abstract: Media holds a great influence to transform cultural standards of a place. The main objective of the research was to assess the transformation in male and female clothing, makeup, hair styles and shoes through fashion images of selected newspapers of Pakistan. Furthermore, to identify the factors that leads to transform overall apparel of male and female. Quantitative content analysis was performed and fashion photographs published in three leading English newspapers of Pakistan (Dawn, The News and The Nation) and three leading Urdu newspapers (Jang, Nawa- I- waqt and Express) during selected years were assessed. Findings revealed that Females models got more coverage as compare to male models. Majority of the male models were wearing western dresses (52.9%) whereas majority of female models were wearing traditional dresses (54.9). The results of the analysis explicate the significant difference between the dressing of groups on the basis of gender [$F(3, 3116) = 4.518$, p=0.012]; hairstyle [$F(3, 3116) = 6.378$, p=0.004]; makeup [$F(3, 3116) = 5.315$, p=0.010]; and footwear [$F(3, 3116) = 16.627$, p=0.000]. The eta squared calculated for dressing, hairstyle, makeup and footwear was 0.051, 0.056, 0.049 and 0.015 respectively showing moderate effect. There was more variation in terms of female models' getup as compared to male models' getup. Furthermore, environmental, socio-cultural, global trends and religious events have moderate effects in terms of transforming dressing, hairstyles, make up looks and foot-ware of males and females in Pakistan.

Keywords: Fashion, Culture, Print media, Cultural transformation, dressing, hair styles, makeup, footwear

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Impact of social networking sites on consumption pattern of information of university student of Narowal

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Abstract*:* This study analyzes the impact of social media on university students' behavior and its influence on their academic performance, social life and also psychological. The study was conducted in the Narowal city. The quantitative research approach

was used and survey method was selected to collect data. A structured questionnaire was used to obtain data from 300 students from the three Public sector universities of Narowal. The results of the study indicate that social media have very strong impact on university students. They are addicted of social media. Social media effect the academic performance and also have very deep psychological impact on university students. It became cause of Mental tiredness and anxiety among students. The researcher offers some recommendations for using social media apps in the positive way. The social media is a helpful tool for students, so its use is essential to acquire knowledge and information. The students should avoid using social media excessively. They should maintain a healthy balance in their lives and allocate sufficient time to extracurricular activities in their daily schedule. They should use social media in a way that it does not effects their social, academics and mental health.

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Press-Party parallelism in general elections of Pakistan 2024: A comparative analysis of print media

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Abstract: The study attempts to examine press-party parallelism during Pakistan's general election 2024. Understanding the cooperation between political groups and the press is the fundamental objective, with a specific focused on two provisional parties, MQM from Sindh and the PMLQ from Punjab throughout the nine-weeks' time period from 1st December 2023 to 7th February 2024 one day before general elections 2024 by using quantitative content analysis. The study picked up two well-known newspapers, Urdu newspaper "Jang" and English newspaper "Dawn". The study focused on two indicators of press-party parallelism: (1) respective "voice" given to the two selected parties, calculated the frequency of news that quoted name of the party and information related to party members (2) news articles' tones toward PMLQ and MQM, tone is measured on a five-point Likert scale to determine if the media presents a favourable or unfavourable tone of the relevant parties. The study's conclusions

show that there are notable differences in press-party parallelism between the two newspapers and the chosen parties. Press-party parallelism is seen to be strong and in favour of PMLQ in "Jang," with a noticeable voice allocation and an overall upbeat tone in the coverage. On the other hand, "Jang"'s treatment of MQM has less parallelism and a more evenly distributed use of voice and tone. On the other hand, "Dawn" displays a distinct parallelism pattern, with higher degrees of favorable parallelism towards MQM and balanced coverage of PMLQ. This discrepancy points to differences in the two newspapers' editorial positions regarding the political parties under investigation.

Keywords: Media Coverage, News Framing, Election Campaigning, Political Parties

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The Kashmir crisis: Reflections in global media after revocation of article 370

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Abstract: The news media is regarded as a powerful force that can sway opponents and their behavior in times of conflict. The type of journalism that is offered to the warring parties determines whether this effect is beneficial or harmful. Making the opposing party accountable for the conflict and emphasizing violence in news reports are likely to make things worse. On the other side, consistent reporting on the potential and necessity of peace could help to create a political environment that is favorable to peace talks. This study looks at the Kashmir dispute in this setting, although there hasn't been much empirical reporting on Kashmir, especially since Article 370 was repealed. The purpose of this is to profile the type of coverage that the international news media. AL-JAZEERA covered the more Responsibility and conflict frame that the government is responsible for the issue in Kashmir if they can handle it, they can do it at any cost. As compared to CNN focused on the Responsibility and conflict frame but its result shows average. As BBC focused on the human-interest frame. However, the results show that these three channels covered few stories on the international representation of the Kashmir issue which the media highlighted on international forums. And result represents that these channels are not focused on the international condemnation frame. Still, here according to the analysis, the AL-

JAZEERA highlighted a few news stories about the international condemnation and reaction from the global. Still government not taking any action except Pakistan and the media is not very free to show the truth. This issue got high coverage on BBC as compared to others and between two conflicted countries Pakistan and India and still a hot topic for both countries.

Keywords: Kashmir, Global Media, News, Framing, Article 370, BBC, CNN, AL- JAZEERA

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Deconstructing Violence in War Films through Postmodernism Lens

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Abstract: War is about fighting and contains violence. However, the prevalence of graphic violence raises ethical concerns regarding its portrayal and potential impact on audiences, particularly in desensitizing viewers to the scenes of war. The portrayal of violence in war films has gained significant importance as this may influence the perceptions of the public and their emotional responses. This study provides a base to examine the moral obligations placed on media practitioners and filmmakers in portraying sensitive content in the name of entertainment. This study aims to investigate the intensity of violence in Indian war films (from 1990-2020). It employs a quantitative content analysis approach to analyse selected films through a stratified sampling technique. 12 Indian films from two periods (1990-2005) and (2006-2020), respectively, were divided into the earlier periods, and the later periods has been examined to understand how violence in war films changed over two periods. The films are selected with the highest rating points on the Internet Movie Database (IMDB), which contains the reviews and ratings of the films. To measure the intensity of violence in these films, the research focuses on four key indicators: implements of violence, the ratio of battle scenes to the duration of the film, gore, and non-soldier-to-soldier violence. While comparing violence in Indian war films from 1990–2005 with that of 2006–2020, the study found that there was a noticeable rise in brutality and violent content in the latter era in the form included longer violent scenes, more gory scenes, and a stronger emphasis on small arms. The use of other weapons of mass destruction and aggression towards civilians, however, showed minor

change. These results point to a worrying pattern of increasing violence in Indian war films over time. The subtle shift in the use of additional weaponry and the increase in violence towards people emphasizes the difficulty of the postmodern approach, making it more difficult to distinguish between simulation and reality in war films.

Keywords: Violence, Indian war films, postmodern cinema, gore in movies

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Pashtu cinema: Deconstructing patriarchal narratives and rape culture

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Abstract: Pashtu cinema represents the lives and culture of the Pashtun people, who mainly live in Pakistan and Afghanistan. Through storytelling, Pashtu cinema mirrors the prevailing patriarchal structures within Pashtun society; offering insights into the complexities of gender relations, family dynamics, and the reinforcement of traditional values and stereotypes. This paper examines the representation of Patriarchy and rape culture in Pashtu cinema, focusing on how it perpetuates harmful gender norms and stereotypes. Based on feminist film theory, the analysis explores how women in Pashtu cinema are depicted as beings only worthy of rape. The paper examines a purposely sampled corpus of five films from 1975 to 1990, employing qualitative content analysis as its primary method. The films were chosen due to their exploration of themes related to rape, with a secondary criterion being their high level of recognition among the Pashtun community. This study uncovers the underlying narratives and visual tropes that contribute to the normalization of women being depicted through the lens of patriarchy and promoting rape culture on screen. The research concludes that classical Pashtu films reinforced Patriarchal tendencies by showing women actresses who are not associated with any phallic figure, fall into situations where they are either raped or attempted rape on them. This finding underscores the deep-rooted patriarchal attitudes within Pashtun society, where women's safety and well-being are often perceived to be contingent upon male guardianship. Similarly, educated women are also depicted as targets of sexual violence in Pashtu cinema. By depicting educated women as victims of sexual

assault, Pashtu cinema reflects broader societal attitudes that seek to undermine women's autonomy and agency, particularly in contexts where women are striving for empowerment and independence. Through critical analysis of cinematic portrayals, this paper aims to shed light on how gender and patriarchal norms intersect in Pashtu cinema, highlighting their impact on broader social attitudes and behaviors.

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A comparative study of male gaze in films directed by male and female Pakistani directors: Analyzing works by Shameem Ara and Syed Noor

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Abstract: Mulvey (1975) argued that films are made for male audiences, so women are portrayed how men want to see them. Technical aspects like camera shots, composition, angles, and narrative elements like women in passive roles in male-centric plots place men in dominating positions. This study has investigated the theoretical concept of the male gaze in Pakistani Cinema. Further, male gaze and visual pleasure in the work of male and female Pakistani film directors were also compared. A quantitative content analysis of five films, each by Shameem Ara (a female film director) and Syed Noor (a male director), was done. The sample selected for these two directors is based on the film's performance at the box office. Box-office results were taken from the Pakistan Film Magazine database and IMDb (Internet movie database). After adapting the scales developed by Madan et al. (2017) and Sasirekha et al. (2020), the intensity of the male gaze is computed as a compound variable of the gender of the protagonist, financial dependency, emotional stability, decision-making, gender expectations in risk and rescue and women as erotic spectacles for men. This research concludes that films made by male directors have more tendency to male gaze and visual pleasure in comparison to female directors in Pakistani cinema.

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Identifying key patterns of children's perception to design a game application on Dengue

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Abstract: Dengue is a mosquito-borne viral disease spreading its tentacles all over Pakistan and is a major cause of deaths in children. Dengue fever, often called "break-bone fever" due to the severe joint and muscle pain it causes, is a viral infection transmitted primarily by the Aedes mosquitoes. Children, who belong to a vulnerable demographic are frequently the ones who spread dengue because of their outside activities and lack of knowledge about safeguards. To help design and develop a game application that raises awareness of dengue fever among children, this study attempts to pinpoint important tendencies among kids. The interview method was used to collect data, which was then analyzed using thematic analysis to identify common themes, trends, and patterns in children's perceptions. In-depth interviews with 20-kids between the ages of 8 and 12 from Lahore are key to the research technique. The findings of the study indicate that children relatively did not know about the dengue's' symptoms, transmission, and preventive methods. These fundamental patterns act as a basis for the creation of a game application that is specifically designed to effectively engage and teach kids about preventing dengue. In order to improve children's education, encourage positive attitudes towards dengue prevention, and motivate behavior change, the game application utilizes gamification and interactive elements, as well as age-appropriate information. As a result of this study, the game application created for this research project may enable kids to actively participate in community-wide dengue prevention initiatives, which would support the broader public health goals of lowering dengue transmission and enhancing health outcomes. This gaming application can help reduce the spread of dengue in communities that are vulnerable to the disease and encourage long-term behavioral changes to enhance children's understanding of dengue and motivate them to adopt preventive behaviors.

Keywords: Dengue fever, Game application, Children's perception

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Impact of online learning vs traditional mode of learning on university student's educational performance in Pakistan

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Abstract: Due to the widespread adoption of internet technology, online learning has emerged as a cutting-edge approach that extensively utilized by academic institutions worldwide. The primary goal of the current research survey was to investigate how students' academic performance, particularly their CGPA, was affected by online learning. A purposive sample technique was used in the research design, which involved recruiting 100 undergraduate and 100 postgraduate students from the social science and pure science departments of 5 public universities in Islamabad. The participants in the survey ranged in age from 18 up to 34. For data collection, the researcher employed closed-ended questionnaire. The empirical results showed that the number of students using online learning is statistically considerably larger than the number of students using traditional learning methods. Furthermore, the findings indicated that the average level of student happiness with traditional in-person lectures was 5.21, whereas the average level of student satisfaction with online learning was 8.91. The study's main conclusions highlight a notable difference in learning outcomes as well as favorable views between online and traditional learners, suggesting that the online learning is a good option for higher education in academia. This research study will also add to the body of knowledge already available on online versus traditional learning modes.

Keywords: Online learning, Traditional learning, Academic Performance, Attitudes towards educational performance

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CPEC in the US and Indian lens: Analyzing media framing in the context of China-Pakistan relations

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Abstract: The China-Pakistan Economic Corridor (CPEC) has triggered heated debates about its effects on economic growth, regional relationships, and geopolitical affairs. This study explores how CPEC is portrayed differently in newspapers from India and the United States, focusing on how the news is presented in the context of China-Pakistan relations and China's influence in the region. We use agenda-setting and framing theories to analyze news stories from *The New York Times* (USA) and *The Hindustan Times* (India) between January 1, 2016, and December 31, 2021. The sample includes 67 news stories from *The New York Times* and 281 from *The Hindustan Times*. The study is quantitative in nature and content analysis method has been applied for agenda setting and framing analysis. Our analysis reveals that *The Hindustan Times* often expresses concerns about Pakistan's increasing reliance on China and the potential instability this may cause in the region, especially given the longstanding conflicts and territorial disputes between India and Pakistan including Kashmir. On the other hand, *The New York Times* focuses on the geopolitical tensions involving the United States, China, India, and Pakistan. The US is worried about China's growing influence, particularly through projects like The Belt and Road Initiative (BRI), the bigger umbrella and CPEC. Additionally, *The New York Times* highlights India's reservations about CPEC, particularly regarding territorial disputes in Kashmir and China's expanding influence. We also compare *The Hindustan Times'* coverage with that of *The New York Times*, shedding light on how different national perspectives shape media framing of CPEC, which is a contribution towards framing theory concerning foreign policy and regional rivalry. The results of the study highlight how geopolitical tensions and the way media presents information play significant roles in influencing public perceptions and discussions about foreign policy. This study also enhances our understanding of the complex dynamics surrounding CPEC and its broader geopolitical implications.

Keywords: CPEC, Indian Media, US Media, South Asia, Media framing, Foreign policy, Pakistan-China relations

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Visual framing of religious protests in Pakistani newspapers: A comparative analysis from 2017 to 2018

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Abstract: The study aims to determine how English and Urdu newspapers of Lahore Pakistan, Dawn, Express Tribune, Nawaiwaqt, and Daily Jang, portrayed the religious protests of 2017 and 2018 through visual framing. The data is collected in two sets, the first set comprised of "the protest of religious political parties against the change in election bill clause related to Khatm-e-Nabooat in 2017", and the second set comprised of "the protest of religious parties against the supreme court verdict to release the accused Asia Bibi in 2018". The study employed qualitative content analysis to investigate how photographs were framed during two separate instances of religious protests. It also assessed the level of professionalism evident in the photographs of these protests. The findings reveal that Dawn, Express Tribune, and Daily Jang predominantly depicted protestors within the frame of "violent actions by the protestors," portraying them as negative, destructive, and confrontational. Conversely, Nawaiwaqt appeared more balanced and neutral, emphasizing peaceful protests, and featuring fewer images depicting violent actions by protestors.

Keywords: War Frame, Photojournalism, Visual Frame Analysis, Reconciliation, Pictorial Styles

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Comparative analysis of climate change coverage in Pakistani newspapers and social media pages

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Abstract: The study conducted a comparative analysis of climate change coverage in Dawn and The Express Tribune newspapers, along with their corresponding social media pages, to examine how these platforms frame and communicate climate-related issues to the

public. The study focused on the period from January to June 2023, following the devastating floods in Pakistan in 2022. Through content analysis and comparative assessment, the research identified key themes, narratives, and communication strategies employed by both newspapers and social media platforms in addressing climate change. Interviews with media practitioners provided additional insights into media engagement and public understanding of climate change in Pakistan. Findings reveal that both Dawn and The Express Tribune newspapers dedicated significant coverage to climate change during the specified period, with a variety of content types, including news articles, opinion pieces, and multimedia features. However, the analysis found limited engagement from both newspapers on their social media platforms regarding climate change topics, with fewer articles, videos, and interactive content shared compared to other news topics. Despite the lack of active engagement on social media, both newspapers maintained a presence and occasionally shared climate change-related content. However, the level of audience interaction and engagement with this content was relatively low.

Keywords: Public Perception, Environmental Awareness, Coverage, Climate Change

Self-censorship by Pakistani YouTube journalists & journalistic ethics

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Abstract: The current study is to examine the practice of self-censorship by Pakistani YouTube journalists and their understanding about the journalistic ethics and professionalism. It will further help to know the impact of self-censorship on journalistic practices in digital media. The present study will be exploring the practices of self-censorship in the journalists who are associated with the mainstream media and also running their own YouTube channels, and for that matter, the opinion of these journalists will be taken through convenient sampling. Total 20 journalists will be interviewed to have their understanding about self-censorship practices and their impact. At the same time, a survey will be conducted from the journalists for their view about the factors of self-censorship. Total 500 journalists of 5 major cities of Pakistan will be approached for their response.

The measures included in this study will be Factors Contributing towards Self-Censorship, Threats, Pressures or Interests of Media Workers, and Influence of Self-Censorship on Journalistic Practices. Qualitative technique will be adopted for data analysis after the interviews, while the quantitative approach will be followed for data analysis after the survey. The outcome of the interviews and survey will reveal the results according to the objectives of the study. For the purpose of analyzing the variables, the Bar-Tal Model of Self-censorship will be followed. The results of the study will be interpreted through SPSS and NVIVO. The study will also have the significant implications in order to understand about the self-censorship by the Pakistani YouTube journalists and its impact on the news content and the public perception.

Keywords: Self-censorship, factors of self-censorship, impact of censorship on media content, freedom of expression, professional responsibility

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Media guidelines for child sexual abuse reporting in web based media reporters: A thematic review

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Abstract: This research work has been a part of PhD dissertation, that addresses media guidelines for web based reporting of child sexual abuse cases. Journalists carry significant ability to raise public awareness about matters of public health, including Child Sexual Abuse (CSA) and Child Sexual Abuse Material (CSAM). However, enormous power also entails considerable responsibility. This empirical work alludes towards the dire need to prompt a campaign to remind everyone that language and framing of news reporting matters and that how such reporting present abuse tales shapes public perception of the issue. The study examined journalist's perspective by means of exploratory perspectives and consists of in depth interviews conducted from 15 web based media reporters who have had been covering child sexual abuse from past 5 years or more. The findings executed through thematic analysis revealed that majority web based sexual abuse reporters expressed major theme of prompting awareness regarding prevention. Through encouraging prevention rather than fear was most prominent theme. Although the

crimes that some children must endure are unfathomable, it is ineffective to frame stories in a way that incites terror. There is value in both episodic and thematic storytelling, but striking a balance is crucial. CSA is not a singular problem; coverage of specific cases must also take the larger social issue into account. Even though stand-alone narratives have the potential to inspire and empower survivors, one should always add background information. By providing graphic or sexualized details when reporting incidences of child sexual abuse (CSA) and child sexual abuse material (CSAM) the graphic details are not helpful to the survivor and may even cause the victim to become a victim again referring only to re-traumatizing descriptions. Most reporters expressed that explicit or sexualized details must not be included as individual matter rather must be highlighted as societal issue when reporting child sexual abuse cases (CSA) or child sexual abuse material (CSAM). Other less prominent themes were being sensitive instead of creating sensation, by presenting reporting as balanced story and not as victim blaming. Individuals' right to privacy must be kept as important and last theme but not the least highlighting post traumatic growth in the survivor and not to show them as victim, vulnerable to all weaknesses. This research is first of its kind in the domain of web based media reporting and ethics guidelines and carries excellent potential to propagate media guidelines at national level.

Keywords: child sexual abuse; media guidelines; web based media

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Examining the relationship between political fake news consumption and confirmation bias among the Facebook users

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Abstract: The widespread dissemination of political fake news poses a threat to the integrity of public discourse, particularly within the sphere of social media platforms like Facebook. This study examines the complex relationship between political fake news consumption and confirmation bias among Facebook users in Pakistan. It examines the extent of confirmation bias among users within the context of news consumption that reinforces their pre-existing views by exploring the correlation between news consumption and confirmation bias. Additionally, it seeks to identify demographic and

psychographic factors that influence news consumption patterns, thereby contributing to confirmation bias. Employing a quantitative approach, data was gathered through quota sampling techniques from the provincial capital cities of Pakistan, with a sample size comprising 1540 respondents from each city i.e., Lahore, Karachi, Peshawar and Quetta. The participants, aged between 20 to 50 years, were light and heavy Facebook users whose political affiliation was pre-determined. Data collection was conducted employing the survey method. Respondents were exposed to fake political news aligned with their party affiliation, and their confirmation bias was subsequently measured. The study's findings reveal a strong correlation between selective exposure to political fake news consumption and the confirmation bias of users aligned with specific political perspectives. Individuals who frequently consumed political fake news demonstrated a propensity for confirmation bias, thereby reinforcing their existing beliefs and opinions. Furthermore, this confirmation bias exerted a significant influence on their behavior, increasing the likelihood of sharing and endorsing fake content that mirrored their ideological preferences. These findings underscore the profound impact of political fake news and confirmation bias on shaping the attitudes and actions of Facebook users within the digital information ecosystem. When users interact with fake news posts, whether by liking, sharing, or commenting on them, they unintentionally help spread the fake news to a wider audience. It can further fuel the dissemination of false information and deepen divisions within society by reinforcing existing political beliefs and creating more polarization among different groups.

Keywords: Political Fake News, Confirmation Bias, Facebook Users, Selective Exposure, News Consumption Patterns, Digital Information Ecosystem, Political Polarization

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Political portrayals: PTI coverage dynamics in Urdu and English print media surrounding the 2018 general elections, a mixed methods approach

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Abstract: This study aims to investigate the editorial treatment of Urdu and English Press on framing of the political party Pakistan

Tehreek-e-Insaf (PTI) before and after the general elections of 2018. The study focuses on comparing the coverage patterns of prominent Urdu and English newspapers before and after elections. Its primary objective is to determine whether newspapers change their editorial stance towards the winning political party post-election and to identify the underlying factors driving such shifts. It explores which newspaper gave more favorable coverage to PTI before and after the elections as well. The sample of the coverage is 637 editorials of the newspapers from Urdu and English press i.e. *Roznama Express, Roznama Dunya, Roznama Khabrain, Dawn, The News* and *The Nation*. These six newspapers represent its media groups. Editorial content was chosen due to its reflective nature of organizational stance. The research period spans from June 25, 2018, to August 25, 2018. Employing a mixed-method approach, the study conducts a quantitative content analysis of editorials, followed by interviews with 30 senior journalists, equally distributed across the selected newspapers, who extensively covered the 2018 general elections. Content analysis is structured around predetermined frames: conflict frame, attribution of responsibility frame, and economic consequences frame, with each frame categorized into three slants: favorable, neutral, and unfavorable. The study's findings reveal that both before and after the elections, newspapers exhibited a more favorable stance towards PTI across the specified frames. This underscores the agenda-setting theory, highlighting the media's ability to influence public opinion, as evidenced by PTI's electoral success resulting from favorable coverage. Moreover, the English press displayed relatively less favorable coverage compared to the Urdu press, although the disparity was not statistically significant. Thematic analysis of the findings suggests that political pressure, commercial interests, and ownership influence are prevalent factors motivating journalists to favor a particular political party.
Keywords: Newspaper Framing, PTI, 2018 Election, Editorial Stance, Agenda Setting Theory

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Effects of Eco-friendly advertising on green awareness and purchase intention: Mediating role of environmental concern
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Abstract: Worldwide consumption patterns that are haphazard have resulted in serious environmental issues such pollution, global warming, and the loss of natural resources. As a result, awareness of and consumption of green products have gained popularity. The purpose of this research was to evaluate how university students' intentions to make green purchases are impacted by their knowledge about environmentally friendly products. In particular, this study assessed how university students' intentions to buy green products are influenced by price, availability, quality, value, and awareness as well as how these characteristics predict their buying habits. Various marketing strategies, including green advertising, are crucial for promoting environmentally friendly products and enhancing consumer green awareness. The research explored the mediating role of environmental concern in the relationship between eco-friendly advertising, green awareness, and purchase intention. The study conducted in Lahore, Pakistan, was aimed to analyze Pakistani consumer behavior towards environmental friendly products, emphasizing green advertising's role. The study employed theories like the elaboration likelihood model and social learning theory to investigate the impact of green advertising appeals on consumer attitudes and buying intentions. Utilizing quantitative research methods, a survey with 500 participants aged 16-88 was conducted through stratified random sampling. Sample was selected from 1 private sector (UCP) and 1 public sector (PU) university from Lahore i.e. 250 from each university (125 males, 125 females). This research showed that university students' intentions to make green purchases are most significantly positively impacted by perceived green quality. Perceived availability of green space, however, is least influential. The study demonstrated that purchase intentions, which are influenced by price, high value, and excellent quality, are strongly influenced by consumers' awareness of green products. Conversely, university students' decisions for green purchases are not much influenced by availability. These revelations help us comprehend how consumer behavior, environmental concern, and eco-friendly advertising interact.

*Keywords***:** Green Awareness, Eco-Friendly Products, Advertising, Environmental Concern, Purchase Intention, and University Students

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Investigating the disruptive effects of e-courses on conventional degree programs in Pakistan

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Abstract: In recent years, the rise in trend of e-courses and online learning platforms has significantly transformed the landscape of higher education. This study was aimed to explore the disruptive effects of e-courses on traditional degree programs within the perspective of Pakistani universities. By examining the experiences of students, faculty, and administrators, this study investigated the challenges and opportunities caused by e-courses in comparison to conventional physical teaching. This research study used a mixed-methods approach, combining qualitative interviews with quantitative surveys. A sample of students enrolled in both e-courses and traditional degree programs were surveyed to assess their perceptions of course effectiveness, engagement, and learning outcomes. Total of 250 students were selected as a sample size. Additionally, faculty members and university administrators (3-each) were interviewed to understand institutional responses to this educational shift. Initial findings suggest that e-courses offer flexibility, accessibility, and scalability, but also raise concerns related to pedagogical quality, student motivation, and social interaction. Furthermore, the study investigated the role of technological infrastructure, faculty training, and curriculum adaptation in worsening the disruptive effects. This research will contribute to the ongoing discourse on educational innovation and provides practical insights for policymakers, educators, and institutions navigating the evolving landscape of higher education in Pakistan.

Keywords: E-courses, Disruptive Effects, Media Education, Conventional Degrees

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Investigative journalism and its challenges faced by journalists in Pakistan

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Abstract: The research study was aimed to delve into the complexities of investigative journalism in Pakistan, with a particular focus on understanding the challenges faced by journalists in this

field. By gathering insights directly from Pakistani journalists, the research sought to provide a comprehensive analysis of the impediments encountered and propose viable solutions to overcome them. Through a qualitative approach, the study conducted in-depth interviews with 20 journalists representing both print and broadcast media. Purposive sampling was utilized to select participants with significant experience and knowledge in investigative journalism within the Pakistani context. This diverse group included journalists, media professionals, editors, and policymakers, ensuring a multifaceted perspective on the subject matter. Data collection was carried out through semi-structured interviews, allowing for detailed exploration of the participants' viewpoints and experiences. Interviews were conducted in person and some through video conferencing tools like Skype, ensuring accessibility and flexibility. The collected data undergone rigorous analysis using thematic analysis techniques. Transcriptions of the interviews were meticulously coded to identify recurring themes and categories, aligning with the research questions and objectives. Through this analytical process, the study aimed to shed light on the various challenges encountered by journalists throughout the investigative reporting process, from data gathering to story publication or broadcast. Furthermore, the research endeavor aimed to advocate for the formulation of robust and practical policies that can facilitate the expansion of investigative journalism in Pakistan. By highlighting the specific requirements and barriers faced by journalists in this field, the study sought to contribute valuable insights to the development of strategies aimed at fostering a conducive environment for investigative reporting. Ultimately, the research aspires to not only diagnose the challenges but also offer tangible solutions that can enhance the practice of investigative journalism and uphold press freedom in Pakistan.

Keywords: Investigative journalism, watchdog, media freedom

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Exploring the nexus between digital entrepreneurship strategies and legitimacy: A case study of Pakistan

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Abstract: Digital entrepreneurship has revolutionized the business landscape in Pakistan, but the legitimacy of these ventures remains a concern, hindering their growth and sustainability. This study examines the relationship between digital entrepreneurship strategies and entrepreneurial legitimacy in the context of Pakistan. The aim of the study is to explore how digital shielding, digital curating, digital networking, and entrepreneurial experience contribute to the perceived legitimacy of digital ventures in Pakistan. Methodologically, a quantitative analysis was conducted with 300 digital entrepreneurs operating in various sectors across Pakistan. The participants were selected using purposive sampling, ensuring representation from diverse industries and geographic regions. Data was collected online as well as by approaching physically. Data analysis was conducted using a phenomenological approach, allowing for an in-depth exploration of participants' experiences and perspectives. The findings reveal that digital entrepreneurship strategies play a significant role in shaping the legitimacy of digital ventures in Pakistan. Digital shielding emerged as a crucial strategy, with entrepreneurs emphasizing the importance of protecting digital assets and maintaining trust with stakeholders. Digital curating was also found to be instrumental in enhancing credibility and relevance, particularly through the customization and presentation of digital content. Additionally, digital networking was identified as a key avenue for expanding professional networks and fostering collaborations, thereby enhancing legitimacy within the digital ecosystem. Furthermore, the study highlights the importance of entrepreneurial experience in building credibility and authority in the digital sphere. Entrepreneurs with prior experience demonstrated a deeper understanding of industry dynamics and were better equipped to navigate the challenges of digital entrepreneurship, ultimately enhancing their perceived legitimacy. Overall, the findings underscore the significance of digital entrepreneurship strategies in shaping the legitimacy of digital ventures in Pakistan. By understanding and leveraging these strategies, policymakers, practitioners, and scholars can contribute to the growth and

sustainability of the digital entrepreneurship ecosystem in emerging markets like Pakistan.

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Exploring environmental communication and stakeholder engagement in Pakistan's fertilizer industry through Facebook

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Abstract: In emerging economies like Pakistan, where the concepts of corporate governance and corporate social responsibility (CSR) are relatively new, there is a growing need to understand how industries with significant environmental impacts communicate their sustainability practices and engage with stakeholders. This research paper investigates the environmental communication strategies and stakeholder engagement approaches employed by three prominent fertilizer companies in Pakistan: Engro Chemicals, Fauji Fertilizers, and Dawood Hercules Chemicals. The fertilizer industry, while crucial for agricultural productivity, poses potential risks to human health and the environment. As such, these companies face the challenge of addressing environmental concerns and fostering trust among stakeholders through effective communication and CSR initiatives. This study employs a content analysis of 300 Facebook posts, with 100 posts from each company, spanning the period from 2022 to 2024, to examine their online presence and engagement strategies. By analyzing the content, tone, interactive elements, and two-way messaging within these posts, the research aims to uncover the key themes and approaches used to communicate environmental practices and CSR initiatives. Furthermore, it investigates the impact of diverse messaging, interactive language, and company-cause fit on stakeholder interactions and sentiment, as evidenced by metrics such as likes, shares, and comments, as well as a qualitative assessment of stakeholder tone and feedback. The study advances the understanding of company-cause fit and interactive communication theories by applying them to the fertilizer industry in Pakistan. The findings highlight the importance of using diverse messaging, interactive language, and two-way communication when utilizing Facebook to effectively engage stakeholders and foster meaningful dialogue

around environmental and sustainability issues. By exploring the alignment between companies' online presence, environmental governance, and CSR practices, this study provides valuable insights into effective communication strategies that resonate with stakeholders and drive positive change. The findings have implications for the fertilizer industry, as well as other sectors in Pakistan and similar emerging markets, guiding effective stakeholder engagement, fostering environmental responsibility, and promoting sustainable communication practices. By addressing challenges and opportunities in social media communication, this research contributes to the broader discourse on responsible corporate citizenship, environmental communication, and the role of strategic communication in building trust and fostering positive societal impact.

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Parental involvement and mental well-being of school-going children in Pakistan

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Abstract: The mental well-being of school-going children is a pressing concern in Pakistan, yet the impact of parental involvement on children's mental health remains understudied. This study aims to bridge this gap by investigating the relationship between parental involvement and the mental well-being of school-going children in Pakistan. The research is guided by the recognition that parental engagement plays a pivotal role in shaping adolescents' overall well-being, highlighting the need for empirical evidence specific to Pakistan. A cross-sectional research design will be employed, combining quantitative and qualitative approaches to gain a comprehensive understanding. A representative sample of approximately 250 school-going children will be selected across different regions, considering factors such as age, gender, and socioeconomic status. Data will be collected through questionnaires, school records, and semi-structured interviews with parents, teachers, and school counselors. The study will focus on three aspects of

parental involvement: homework checking, understanding of children's problems, and awareness of their free-time activities. These dimensions of parental involvement are hypothesized to influence children's mental well-being. Quantitative analysis will be conducted to explore the correlation between parental involvement and children's mental health indicators, such as stress levels, emotional well-being, and academic performance. Qualitative insights from interviews will provide a deeper understanding of the dynamics of parental involvement and its impact on children's well-being. The study's findings will contribute to the existing body of knowledge on parental involvement and mental well-being in Pakistan, informing targeted interventions and policies to enhance children's psychological health and overall development. The research will have implications for parents, educators, and policymakers, providing evidence-based recommendations to enhance parental involvement strategies and promote positive mental health outcomes for school-going children in Pakistan. The research theoretical framework includes a thorough literature review, data collection, results compilation, publication, thesis writing, and defense, spanning 9 to 12 months.

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From likes to looks: How beauty influencers shape self-perception and body image

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Abstract: In the digital globalized world, the role of influencers is very important in changing audience opinions regarding body image. Beauty influencers lead people to objectifying themselves to some extent through indulging in social comparison. The aim of this study 'From Likes to Looks: How Beauty Influencers Shape Self-Perception and Body Image" was to explore that what effects and causes lead female university students to self-objectification and what role influencers play in it. This study explored comprehensive literature already available on the topic both quantitative and qualitative to understand the phenomenon in better way. Social comparison theory and objectification theory proposed by

Fredrickson and Roberts (1997). Population of the study was university female students enrolled in four different universities of Lahore i.e. Kinnaird College for Women, Lahore College for Women University, University of Central Punjab and University of the Punjab. A total sample size of 200 respondents was taken. The research was based upon on the young females. The researcher used convenient sampling and closed ended questionnaire was developed for data collection to analyze the effect of beauty influencers. The analysis was done on the basis of viewers' perception towards beauty influencers and this is creating a change in their personality as well. Moreover, the study justified that beauty influencers change the mind sets of individuals and case them to socially compare themselves to others.

Keywords: Beauty influencers, Self-objectification, Social Comparison, Beauty Standards, Appearance, Anxiety

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Influence of gender roles depicted in modern Pakistani television dramas on career aspirations of Lahore's youth

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Abstract: Gender representation in media significantly shapes societal norms and individual aspirations. Television is one the strongest medium for youth. Youth are inspired by actors and they idealize their favorite stars. They want to behave and dress according to their favorite actors/stars that are being portrayed on television dramas. This research investigates the influence of gender roles portrayed in contemporary Pakistani television dramas on the career choices and ambitions of Lahore's youth. Two theories were applied as theoretical basis for this study i.e., Uses and Gratification and Social Learning theory. Through survey, this study explored how characters' professions, stereotypes, and narratives influence young viewers. Data was collected through Questionnaire from the sample 300 participants while the overall population of this study were university students. For the target population the researcher selected four universities of Lahore (UCP, UMT, PU & NUML). Findings reveal nuanced associations between on-screen portrayals and real-world career decisions. Finding and result of this research shows that females are more into adapting lifestyle and culture that is presented

in the modern television dramas. Television dramas are affecting social norms of society. They are adopting culture according to the modern television dramas in their lives in the same way they are watching their favorite heroes on television screen. By understanding these dynamics, policymakers and media creators can foster more inclusive narratives that empower youth to break free from traditional gender molds and pursue diverse professional paths. For example, by crafting empowering storylines, media production can encourage youth to dream big and overcome societal barriers. Media has a responsibility toward its audience. Engaging content can influence real-world decisions. That's why media production teams should conduct audience research and consider the impact of their content. Responsible storytelling involves balancing entertainment with positive messaging.

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The AI-media nexus: Investigation the relationship between AI in media and mental health outcomes

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Abstract: The convergence of artificial intelligence (AI) and diverse media aspects has initiated a paradigm shift in the creation, distribution, and consumption of information, significantly influencing mental health consequences. This study explored the complex relationship between artificial intelligence (AI) in all media and how it affects mental health of audience. There are implications for both human and technology growth when it comes to AI systems. Artificial intelligence (AI) is pervasive in media, influencing people's thought processes, emotional reactions, and general mental health in every part of their lives. This study was aimed at clarifying the particulars of the AI-media link by integrating insights from technological ethics, media studies, and psychology through an interdisciplinary lens. An extensive analysis of the body of research highlights the developmental path of AI integration across various media platforms and clarifies the implications for decision-making, attention management, and memory retention. The mental effects of consuming media through AI can take many different forms, affecting

people's capacity for information processing, their ability to learn new things, and their vulnerability to mental biases. In order to conduct this study, in-depth interviews were conducted. Population of the study were those individuals who are working on digital media platforms using AI tools. Sample size of 20 was selected from the population using convenience sampling. Findings reveal that AI-generated media content generates equally significant emotional responses from people, which impact their stress levels, emotional control, and psychological well-being. The emotional dynamics of media consumption are influenced by empathetic interaction with AI-generated characters, emotional contagion via social media platforms, and mood impacts from algorithmically curated content. But there are moral questions about manipulating affective states, taking advantage of emotional weaknesses, and continuing harmful emotional patterns. While AI-driven interventions have the potential to improve mental health assistance by providing virtual companions and personalized therapy, ethical issues including psychological manipulation and privacy invasion must be carefully considered. This thesis attempts to clarify the ethical issues and policy implications inherent in the AI-media connection by examining case studies and examples from a variety of media environments.

Keywords: Mental Health, Artificial Intelligence (AI), Media, Effects on Cognitive Function, Sensational Reactions, Artificial Intelligence-Media Nexus

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In Game advertising and addiction of gamers: A case of Pakistani youth

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Abstract: In the digital age, video games have become an integral part of youth culture, offering entertainment, social interaction, and immersive experiences. Simultaneously, in-game advertising has emerged as a powerful marketing tool, seamlessly integrating promotional content within games. This study investigates the relationship between in-game advertising exposure and gaming addiction among Pakistani youth. This study analyses the effects of In-game advertising on the addiction of gamers audience. In-game advertising is a reward base advertising where you watch

advertisements for the sake of coins or gifts. This type of advertisement may contribute to the addiction of Gamers. This study investigates whether exposure to ads correlates with increased gaming time, compulsive gaming, and their rewarding system. Participants were selected randomly from social gamming pages and discord groups to fill in a survey form. Regression analysis were conducted to determine the addiction behavior of gamers. Participants who spend more time on games become more addicted because rewards from in-game advertisement increases their more spend time. On the other hand, patients who play games occasionally were less addicted then the first one. Due to increase in gaming and internet penetration more research is needed to better understand the effects of in-game advertising on gamer addictions. Findings suggest that exposure to in-game advertisements significantly correlates with gaming addiction. Factors such as ad intrusiveness, game genre, and player demographics influence addiction levels. Additionally, the study explores potential interventions, ethical considerations, and policy implications for regulating in-game advertising practices. This research contributes to the understanding of how in-game advertising impacts youth behavior and provides actionable recommendations for game developers, advertisers, and policymakers. By addressing the delicate balance between revenue generation and player well-being, this study aims to foster a healthier gaming ecosystem.

Keywords: In-game advertising, Gamming addiction, Mobile games

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Exploring the motivations, interactions, and resilience strategies of university student TikTokers in Lahore, Pakistan

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Abstract: The rise of TikTok, a short-form video-sharing platform, has transformed the social media landscape, allowing individuals to express themselves creatively and connect with a global audience. This study delves into the experiences of university students from Lahore, Pakistan, who actively engage in creating and sharing content on TikTok. By exploring the motivations, interactions, and resilience strategies of female, male, and transgender TikTokers, this research aims to unravel the multifaceted dynamics of this emerging phenomenon. Drawing inspiration from the motivations identified in

previous studies, such as seeking novelty, relationship maintenance, and satisfying curiosity (Dong & Xie, 2024), the research investigates the driving forces behind TikTokers' content creation. Through in-depth interviews, the study seeks to understand the personal and social factors that motivate these individuals to embrace the TikTok platform as a means of self-expression and storytelling. Furthermore, the study examines the nature of interactions between TikTokers and their followers or commenters. By analyzing the comments, reactions, and feedback received on their videos, the research explores the potential for building online communities, fostering connections, and navigating the complexities of virtual social interactions. Additionally, the study recognizes the potential challenges and negative experiences that TikTokers may encounter, such as backlash, negative comments, or abuse. Consequently, it aims to uncover the resilience strategies employed by these content creators to cope with and overcome such adversities. By exploring their coping mechanisms, the research aims to shed light on the psychological and emotional dimensions of navigating the dynamic and sometimes hostile online environment. The collected data is analyzed using thematic analysis, allowing for the identification of recurring patterns, themes, and insights related to motivations, interactions, and resilience strategies. This study holds significant implications for understanding the evolving landscape of social media, content creation, and online communities. By providing insights into the experiences of TikTokers, the research contributes to the broader discourse on digital self-expression, virtual interactions, and the strategies employed to navigate the complexities of online platforms. Furthermore, it offers valuable perspectives for educators, policymakers, and social media platforms to better support and empower content creators, fostering a safer and more inclusive digital environment.

Keywords: TikTok, User-generated content, Resilience strategies

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Social media usage, online political participation, and civic engagement: A case of young adults in Lahore
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Abstract: The recent increase in social media usage among youth audiences has been linked to a noticeable increase in online political participation and civic engagement. Digital platform expansion has transformed the dissemination of information and is having a new impact on the attitudes and behaviors of youth. In this study, social media use was measured, along with its frequency, political discourse, traditional media content shared on social media, and the reasons behind young adults' social media use. The aim was to analyze the impact of social media usage on young adults' online political participation and civic engagement specifically in the context of young audience in Lahore. The theoretical basis for this study was developed using media dependency theory and uses & gratifications theory. This study used a quantitative method approach to its research, meaning that surveys were administered using purposive sampling. The sample size for the survey was 500 young audiences. Findings of this study intricate that young adults who actively use social media platforms actively participate in online political discussions. Moreover, higher frequency of social media usage positively correlates with increased online political participation among young adults. Because Regular social media engagement allows young adults to stay connected with political content and discussions, leading to greater participation. Similarly, Certain motivations for using social media (e.g., seeking entertainment, socializing) negatively impacts online political participation, for instance, if social media use is primarily driven by non-political motives, it may divert attention away from political engagement. The results of this study are anticipated to have a big influence on social media, politicians, and other stakeholders who want to encourage young people to get involved in politics and other social and political arenas in a responsible and meaningful way.

Keywords: Social Media Usage, Online Political Participation, Civic Engagement, Young Adults, Uses & Gratification Theory, Political Talk

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Mapping hate speech in YouTube user comments targeting Christian and Ahmadi minorities in Pakistan: A qualitative content analysis

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Abstract: Hate speech, a pernicious phenomenon that promotes hatred and hostility towards individuals based on their identities has become increasingly prevalent on social media platforms. Pakistan, a nation with diverse religious minorities, has witnessed a concerning rise in hate speech targeting Christian and Ahmadi communities, particularly in the aftermath of incidents involving their places of worship. This study aims to conduct a qualitative content analysis of hate speech manifestations in user comments on YouTube videos covering such incidents uploaded by popular news channels, including BBC Urdu, DW Urdu, VOA Urdu, and prominent Pakistani channels like GEO and ARY. Grounded in the theoretical framework proposed by Paasch-Colberg et al. (2021), this study adopts a modularized understanding of hate speech. The framework operationalizes hate speech through three key elements: negative stereotyping, dehumanization, and expressions of violence or killing. Additionally, it accounts for various forms of offensive language, such as insults, degrading metaphors, and wordplays, which may contribute to the normalization of hate speech. Furthermore, guided by the Intergroup Emotions Theory, which discusses how individuals of certain in-groups may experience emotions such as hatred or anger towards out-groups, potentially inciting violence, this study aims to unravel the dominant themes and tones of hate speech present in the comment sections of social media news videos concerning Pakistani minorities. Using the MAXQDA software, a corpus of user comments from relevant YouTube videos is downloaded. The qualitative analysis involves an in-depth exploration of the annotated comments, with a particular focus on the co-occurrence of different hate speech elements and offensive language forms and the emergence of distinct patterns or categories of hate speech. Through a qualitative content analysis of a purposively sampled corpus of 10,000 comments from news videos, both national and international, related to various incidents involving Christians and Ahmadis in Pakistan, this study seeks to identify the general themes and more prevalent tones of hate speech. Furthermore, it examines the frequency with which different

themes of hate speech occur in the comment sections of these social media news videos. By empirically mapping the variety of hate speech and offensive language targeting Christian and Ahmadi minorities in Pakistan, this study contributes to a deeper understanding of the phenomenon and its manifestations in user-generated content on social media platforms. The findings inform academic discussions, content moderation practices, and policy interventions aimed at combating online hate speech. Additionally, the study's methodological approach offers a replicable and adaptable model for studying hate speech in other contexts and targeting different minority groups, capturing the complexities and gradations of this pernicious phenomenon.

Keywords: Hate speech, YouTube, Comments, Religious Minorities, Christians, Ahmadis

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Analyzing users' perspectives on environmental communication in Pakistani news channels regarding smog coverage on Facebook: A qualitative content analysis

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Abstract: Pakistan is a vital and highly urbanized nation in South Asia. And also is one of the among the top ten nations that has suffered the most in recent years from extreme climate change. The global environment and human health are seriously impacted by this hazardous pollution in the air. Smog pollution has now become a national crisis, too serious to be ignored by the public and the government, especially the government. The environmental crisis has brought not only health problems for the country, but it has also had significant impacts on the economy, politics, and even international affairs. Smog is a serious consequence of climate change that poses serious risks to public health, particularly in the South Asian region. The purpose of this study is to explore the coverage on Facebook posts comments made by leading news channels Geo, Dunya, Express and Bol News about smog-issue in Pakistan between the years 2021 (November, December) and 2022 (November, December) and 2023 (November, December). Moreover, it highlights the extent to which Facebook users' comments are covered during a certain time. Additionally, to examine the effect of smog coverage on users'

perspective in Pakistan through Facebook posts comments of trending news channels. Furthermore, to explore the effect of Facebook posts comments of trending media news channels of Pakistan in their contribution to public awareness related to smog. Using NVIVO software to generate codes and themes from the comments. Furthermore, Gratification Assessment theory will be used as a framework of this study also aims to explain why and how people actively seek out and use media to satisfy particular wants or desires and also the Gratification Assessment Theory places emphasis on the active role of audiences in selecting and interpreting media content Moreover ,this study will select qualitative content analysis of using a coding sheet and generating themes of selected leading news channels Facebook posts comments. The purposive sampling technique is used; sample size is 4000 comments to identify the users 'perspective regarding smog issue. Findings of this study informs how Facebook users perceive specific smog issue. Additionally, also contribute to understanding users' perspective experience with Facebook comments posts regarding smog

Keywords: Air pollution, Climate Change, Comments, Facebook Posts, Smog Pollution, User's Perspective

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Peacebuilding activism in Indo-Pak subcontinent: A quantitative study of youth perception in both countries

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Abstract: After more than 75 years of independence, Pakistan- India relations are very hostile to each other. The government in both countries are mostly not ready for ending their conflicts and ensuring peace for the betterment of the people. Due to rigid government policies, peacebuilding is a hard task on individual level. Over the years, the peacebuilders were generally perceived as anti-nationalists or agents in their respective countries which makes peace building a hard task. Today, the majority of population in both countries comprises of youth who have unexplored and distinct point of view towards each other. They are connected through the world of social media and being netizens there is need of exploring idea of peacebuilding for them. The study was quantitative as an online survey presented to them. A series of close ended questions have been

asked to the youth age between 14 to 29 in both countries via an online survey. Forty-three Pakistanis and thirty-seven Indians participated in this survey. The youth in both countries linked the regional peace with Indo-Pak peace. 92% of Pakistani and 95% Indian youth believed that peace building is necessary for the regional peace. The 84% Pakistani and 76% Indian youth said that they think social media can be a source of peace building between two nations. Most of them believed that the negligence of their mainstream media in the promotion of peace between the two nations caused the social media to intervene in this issue. The majority of Pakistani youth believed that peace building is difficult between the two countries whereas Indian youth believed it is not difficult. They both were united about peace building is a long process in these two countries. Many find it unjustified to label peace builders as traitors. Surprisingly, they don't believe social media to be the only source of peacebuilding but their Governments are the main barrier to them. According to them, the peacebuilding is not an easy task but there are hopes from the online and digital platforms to cause an impact for change.

Keywords: Peace builders, Online Peace building platforms

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Challenges and opportunities for incorporating digital media literacy in curriculum of Pakistani universities

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Abstract: The present study analyzes the extent to which the curricula of undergraduate programs in Media and Communication being offered in universities of Lahore, Pakistan is based on imparting digital media literacy skills to the students. It investigates the challenges and opportunities to imparting digital media literacy skills among undergraduate Media and Communication students of public and private sector universities in Lahore, Pakistan. This study employs a mixed-method approach, beginning with a quantitative content analysis of curricula of undergraduate Media and Communication programs at three public and three private sector universities in Lahore, Pakistan to identify the current gaps in the curricula for imparting digital media literacy skills to students. As the primary method of the study, in-depth interviews of 21 media

academicians have been conducted to evaluate the problems and potential opportunities for imparting digital media literacy skills to undergraduate Media and Communication students. The study's findings suggest that the most significant problems in imparting digital media literacy include lack of funding along with inadequate faculty development trainings for new media, lack of suitable faculty hiring, poor infrastructure, a failure to incorporate new technology and new media courses, lengthy process for approval of revised curriculum, and the divide between industry and academia. Moreover, results of this study reveal that strengthening linkages between academia and industry, making the curriculum as per international standards, state of the art labs and infrastructure, exchange programs with international universities, and hiring relevant and skilled faculty will play an essential role for imparting digital media literacy to undergraduate Media and Communication students. Additionally, the Higher Education Commission of Pakistan (HEC) must invest generously in digital media education, pedagogies, and faculty trainings at both public and private universities.

Keywords: Digital generation, digital media literacy, curriculum, pedagogy, media education

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Climate change representation and narrative in Pakistani media: unveiling perspective of environmental experts

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Abstract: This study aims to investigate the framing of climate change in Pakistani print media and official tweets during the years 2020 to 2022. Employing a mixed-methods approach, it combines quantitative content analysis with qualitative interviews to comprehensively examine the representation of climate change in Pakistan. In the first step of this study, quantitative analysis focuses on analysing the content of news stories from prominent English (Dawn and The Nation) and Urdu (Daily Jang and Daily Dunya) print media, as well as the official tweets from the Ministry of Climate Change (PTI and PDMA). The deductive frames (attribution of responsibility, human interest, conflict, morality, and economic

consequences) proposed by Semetko and Valkenburg (2000) were utilized for this content analysis. It was a census study. Total 208 news stories and 149 tweets were examined from the year 2020 to 2022. The findings revealed that the attribution of responsibility and economic consequences frames were the most prevailing frames both in print media and official tweets. Further analysis of study revealed that the conflict and human interest frames received more prominence in print media than in official tweets from the Ministry of Climate Change. In addition, this research discovered that print media and government ministries placed the least emphasis on highlighting the morality frame with reference to climate change. In the second and last (qualitative) phase of this study, interviews were conducted with environmental journalists, scientists, sustainability experts, and climate activists to investigate and explore their perspectives on climate change coverage in Pakistani print media and the country's environmental and climate policies. Participants for interview were selected through purposive sampling. Total 16 in-depth interviews were conducted to explore perspective of climate experts. All participants of the study unequivocally advocated for proactive measures by the Pakistani government in the implementation of climate policies. Moreover, they underscored the indispensable role of the media in catalyzing widespread awareness to empower individuals in confronting the intricate challenges posed by climate change.

Keywords: Climate Change, Framing, Media Representation, Experts recommendation

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Decoding the digital space: Exploring gender and sexuality negotiations on the Internet of the Gen-Z

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Abstract: The paper is a qualitative exploration of the digital space in contexts of intimacies, romance, and sexuality. All the respondents are from the Generation `Z` (Born between 1996-2010) and understand the online space and how the urban youth of Pune understand the world differently, in terms of their identity and sexuality. This generation is characterized by the use of the internet and digital devices. Sexuality is the way people experience and express themselves sexually as per choices and preferences. This

involves biological, erotic, physical, emotional, social, or spiritual feelings and behavior. It is a broad term that has varied over time. It is essentially dynamic and varies from person to person and importantly culture to culture. It can be seen and experienced more openly than in the real world. Cyberspace creates an intimate and private zone for communication, interaction, and exchange of ideas, thoughts, and expressions. Sexual abuse is different from the urban elite women. Dalit women, tribal women, and poor women are victims but there is no possibility of their "Coming Out" voices on the social media platforms. The masculine toxicity and creation of such unsafe spaces (including online spaces) need to be theorized for a better and safer inclusive intersectional space for Online actions (in the online spaces) may be supplemented by offline actions (Offline spaces). The paper is based on the qualitative data collected for the doctoral thesis from the urban youth of Pune. 11 in-depth interviews, and 7 focus group discussions is a data set for the paper. Young people explore sexuality-related content interaction, production, and consumption in cyberspace like sexting, pornography, and sharing among peer groups. It is also known as cyberspace; recently with the advancements in technology, the overall cyberspace has been termed a digital space.

Keywords: Digital, Space, Sexuality, Gen-Z

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Relationship between smartphone addiction, functional neck disability and sleep quality among university students

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Abstract: Smart phones have now become an indispensable part of the modern era and their overuse has become an epidemic around the globe, which demands public health concerns Although overuse and unconscious use can result in chronic sleep deprivation and detrimental psychological impacts like sadness, anxiety, and sleep disorders, they can also be utilized for educational purposes. A single-centered Descriptive Cross-Sectional Study was conducted on the students of different universities Rawalpindi and Islamabad. For this, (n=343) respondents from 11 different universities were selected in the locality of twin city including. Data was collected through online

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questionnaire from all participants based on their demographic information socioeconomic status smartphone usage related information based on smartphone addiction scale questionnaire, neck disability index scale and The Pittsburg Sleep Quality Index (PSQI). It was observed in university students the overall smartphone addition was significantly higher ($p = 0.0086$) in females then male students, the overall smartphone addiction addictions score ranges between 10 to 58, the overall total neck disability index ranges from 0 to 48, and the overall PSQI score ranges between 3 to 18. There was no significant association between smartphone addiction and overall sleep quality of the students. However, a strong median correlation (p=0.000) was observed between smartphone addiction and neck disability index. Similarly, there was a significant relationship (p=0.09) are association between sleep quality and neck disability index of the participants. The majority of smart phone tasks require users to hold their arms out in front of them or to look down sharply at the screen. This causes the user's head to move forward, which puts stress on the cervical spine and neck muscles and causes an excessive anterior curve in the lower cervical vertebrae and an excessive posterior curve in the upper thoracic vertebrae to maintain balance.

Keywords: SAS, Neck disability, Sleep quality, PSQI, Sleep deprivation

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Towards 'Human Intelligence' for effective 'Artificial Intelligence': What human qualities the academic leadership need to understand before curriculum design for higher education?

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Abstract: Humans have created artificial methods to communicate with the masses to convey their messages effectively. The buzzword at the time of writing is artificial intelligence or 'AI' which has grabbed the attention of the academic leadership for updating curriculum in higher education, especially in the discipline of mass communication. There is a challenge to define the subjective nature of human intelligence. There are certain core values that the academic leadership needs to have consensus on before preparing instructional

methods for interacting with the university students. With this background, it was aimed to know about the human intelligence or human qualities that educational leadership needs to develop in the future generation of mass communication scholars. The purposive sampling technique was used to select the most recent report on higher education in the age of artificial intelligence from the perspective of academic leaders. The case study method was used to search for the human qualities in the report titled, "A Panel Report on Higher Education in the Age of AI from the Perspective of Academic Leaders in the Midwest US". The panel report is based on an academic leadership panel at the 18th annual Midwest Association for Information Systems (MWAIS) 2023 conference held in St. Paul, Minnesota, United States of America (USA). A panel of five university chancellors as well as presidents was brought together to discuss the current and potential challenges and opportunities of higher education institutions, particularly the comprehensive regional universities in the Midwest U.S. region. It was summarized that university leaders in the US are placing a strong emphasis on human qualities in the human-AI dynamic. These human qualities include adaptive skills for tackling unstructured problems, fostering collaboration, critical thinking, empathy, emotional intelligence, and the focus on ethical and social aspects. The experts highlight these human qualities as vital elements, considering them more important than just the technological components when grappling with challenges posed by AI in human decision-making and higher education. The academic leaders in Pakistan can work on these human values for effective use of the technology of artificial intelligence.
Keywords: human intelligence, artificial intelligence, academic leadership

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Information or misinformation: Exploring psychological impacts of fake news of X (Twitter) on Pakistani youth

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Abstract: This paper concerns about the users' distribution of fake news on social media. Serious concerns have been raised by

researchers regarding its impacts such as deteriorating society values, changing perspectives on important political and non-political matters, and restructuring the facts, truths, and beliefs in users' minds. The spread of misinformation impedes collective action on political issues, necessitating an urgent examination of media strategies. The purpose of this study is to investigate the profound impact of fake news on Pakistani youth, with a particular emphasis on two domains (i) societal acceptance of fake news and (ii) psychological effects, and the role of Artificial Intelligence (AI) in misinformation dissemination. The study proposes a novel framework based on uses and gratification hypothesis, societal acceptance theory, and literature on fake news and social networks. The study takes into account the fake news dissemination on Twitter. A rigorous research methodology, utilizing purposive sampling techniques to select the total number of 200 participants from Islamabad city was employed. Data was collected and analyzed using comprehensive descriptive correlation and linear regression tests. This study fills a gap in understanding how misinformation restricts and investigates actionable solutions within the media environment. This paper explored the complicated relationships between fake news, psychological impact, misinformation prevalence, and usage of AI on Twitter through comprehensive data collection. According to the research results, there is a strong positive correlation between the prevalence of misinformation and the psychological impact of fake news on Twitter. According to linear regression models, youth misinformation prevalence and the psychological impact of fake news on Twitter are both greatly increased. These results provide an in-depth analysis and highlight various aspects of the investigation into the role of misinformation on social media.

Keywords: Fake News, Misinformation, Psychological impact, Youth, Twitter, Artificial Intelligence

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Gender disparities and inclusivity in Pakistan's freelancing market: Challenges and opportunities

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Abstract: The World Bank (2022) reports a gender split in Pakistan of 50.4% males and 49.6% females, nearly equal. Women constitute

almost half the population, with those aged 15 to 64 representing 50% of the total female population. Similarly, the Global Gender Gap Index (2022) reflects a similar ratio. Societal norms often confine women to domestic roles, limiting their mobility and time for work outside the home. Whereas, Data from Upwork and Payoneer indicates that 47% of Pakistan's freelancing market comprises women, surpassing global average of 35%. A 2020 survey found 25% of Pakistani freelancers are women, earning more daily than men do. Pakistan claims over 5 million freelancers according to LinkedIn. The objective of the study was to explore the factors contributing to gender disparities and barriers faced by women in Pakistan's freelancing market. Social Role Theory was used for the study, indicating societal norms' influence on gender roles. It explained the constraints on women's participation in freelancing and digital entrepreneurship, offering insights for promoting inclusivity. Qualitative approach was utilized; In-depth interview was conducted from 15 female freelancers from Lahore. First purposive sampling, later snowball sampling methods were applied. Themes were extracted from the data. The main findings of the study were that cultural biases steer them away from male-dominated fields like freelancing, worsened by limited access to education and technology, deepening gender disparities in digital entrepreneurship. Safety concerns and lack of support networks further deter women from online freelancing. Despite these barriers, some women persist in freelancing, showcasing patience, creativity, and diversity. Women freelancers not only enhance their field but also contribute to family welfare, emphasizing their resilience and the potential for greater inclusivity in the digital economy. The study suggested that the concerned ministry should draft a National Freelancing Policy to facilitate freelancers in Pakistan, including capacity-building programs. Overcoming barriers necessitates skill development, awareness campaigns challenging gender roles, and policies promoting inclusive access to resources. Society must foster an environment where women can surpass domestic roles, breaking gender stereotypes.

Keywords: Freelancing Market, Gender Disparities, Inclusivity, Societal Norms

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User-generated content (UGC) in Pakistan: Examining the role of UGC platforms in the expression and preservation of cultural identity

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Abstract: User-generated content (UGC) platforms have changed dramatically in Pakistan today, becoming essential places where people from different cultural backgrounds may express and protect their own identities. Social media sites like YouTube, Instagram, and TikTok are becoming more than simply places to get entertainment; they are digital blank canvases where people create, share, and celebrate their cultural narratives. This study explores how user-generated content (UGC) platforms like YouTube, TikTok, and Instagram shape cultural representation in an of ways. The study employs a mixed-tools approach to investigate the subtleties of cultural manifestation in Pakistani digital media spaces. The study will use content analysis and survey as the method for the study. Content analysis of the most popular entertainment content on selected platforms and online surveys with users from diverse cultural backgrounds the age range is adults and older adults (18 to 45) will be the sample for the study. Exploring many levels of cultural representation, the approach draws on well-established theoretical frameworks like Identity Theory. It seeks to reveal the kinds of cultural content that are being produced as well as the subtle ways that various cultural groups are represented and honored on these platforms. Additionally, by examining how these digital spaces affect the creation and transmission of cultural narratives and identities, the research aims to comprehend the larger effects of user-generated content (UGC) platforms on cultural preservation and dissemination. Through uncovering these dynamic processes, the research intends to provide more profound insights into the complex interactions between digital media platforms and the construction of cultural identity in Pakistan. The study will explore the popular genres, topics, and forms across cultural groupings. It will explore look at patterns of stereotyping, empowerment, or nuanced portrayal in digital media environments. The study will explore indicates if digital media improves cultural visibility and continuity or undermines

conventional cultural behaviors and also reveal user attitudes, interests, and behaviors connected to interacting with cultural content in digital settings.

Keywords: User-generated content (UGC), digital media, cultural identity, cultural representation

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Influence of privacy concerns and privacy self-efficacy with self-disclosure practices among Generation Z in Pakistan on social media platforms

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Abstract: Social media platforms are now an integral part of contemporary interaction, especially for Generation Z, who are known to be digital natives. However, increased interconnectivity also brings up issues with data security and privacy. There is considerable curiosity about how such privacy issues affect self-disclosure practices, especially in culturally complex regions like Pakistan. Therefore, concerns about privacy on social networking sites have gained much attention in the digital media age. This study analyzes how privacy self-efficacy and privacy concerns stemming from both organizational and social threats influence self-disclosure practices among Generation Z individuals in Pakistan on social media platforms. A survey was conducted among 615 Generation Z individuals in Lahore city, Pakistan. The scales utilized in this study were adapted from the works of Krasnova et al. (2009), Papaioannou et al. (2019), Chen and Chen (2015), and Chen (2018). The findings showed that there is a negative relationship between organizational threats and the amount and honesty of information disclosed on social networking sites. Similarly, there is a negative relationship between social threats and the amount and honesty of information disclosed on social networking sites. However, there is a positive relationship between privacy self-efficacy and the amount and honesty of information disclosed on social networking sites.

Keywords: Social threats, Organizational threats, Privacy self-efficacy, Self-Disclosure, Generation Z, Social media platforms

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Escalation and de-escalation of conflict narratives in Bollywood films: A case study of the Kashmir issue

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Abstract: Films have been a popular medium of storytelling for a long time. Films are not only a source of entertainment but also inform its audience by highlighting social and socio-political issues in the society. The Kashmir issue between Pakistan and India is longstanding. This research study aims to investigate the portrayal of the Kashmir conflict between Pakistan and India in Bollywood films through the lens of the peace journalism model. The research utilized a content analysis approach, employing scene-wise analysis to assess conflict narratives of escalation and de-escalation in Bollywood films. Twelve Bollywood films were selected over a period of two decades: 2001 to 2010 and 2011 to 2020. Six films with the highest IMDb ratings, each with a minimum score of 7/10, from each decade have been included in the sample. Findings reveal a predominance of escalatory representations in the films, with limited instances of de-escalation. While comparing escalation and de-escalation of Kashmir issue in Bollywood films from 2001-2010 with that of 2011-2020, the study found that there was a noticeable rise in escalating Kashmir issue in the later era. Whereas, no variations were found in de-escalation of Kashmir issue in each era.

*Keywords***:** Kashmir Conflict, Bollywood Films, Escalation, De-escalation

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Partisan and structural balance of news stories on the 2024 General Elections of Pakistan: A comparison of ARY News and Geo News

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Abstract: This paper aims to identify the 2024 general elections coverage patterns in the two mainstream TV channels ARY News and GEO News. It analyzed the partisan and structural balance of news stories in the light of agenda-setting theory. Through a content analysis approach, the research aims to uncover the partisan and structural balance in election stories presented by these media outlets. The study examines the extent of partisanship in news headlines, the

distribution of coverage among different parties, and the overall balance in reporting. Quantitative content analysis of 9 PM news headlines of ARY News and GEO News from 1st December 2023 to 7th February 2024 was conducted. Some 660 news items were relevant for analysis from the two news channels. The study found that PML(N) dominated the partisan balance in 69% of stories compared to 40% for PTI, with PML(N) receiving more coverage in headlines and story space. Additionally, the analysis revealed that only 35% of stories were both fair and mostly balanced, while 21% were unfair and mostly imbalanced, indicating challenges in achieving structural balance in election reporting by ARY and GEO news channels. ARY displayed a partisanship in favor of PTI, while GEO showed a similar slant towards a different party, PML(N). The research findings underscore the critical role of media in shaping public perceptions and electoral narratives, emphasizing the need to assess and understand media bias for the effective functioning of democratic processes in Pakistan.

Keywords: News Coverage, General Elections, Partisan Balance, Structural Balance

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Portrayal of showbiz females in Pakistani news media: An analysis of Dawn's coverage

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Abstract: This study employs framing analysis to explore the portrayal of showbiz females in the Pakistani media, specifically focusing on the Dawn newspaper. The representation of women in media plays a crucial role in shaping societal perceptions and norms. By examining the frames used in Dawn, this research aims to uncover the narratives and stereotypes surrounding female figures in the entertainment industry. Through content analysis of news articles, headlines, and accompanying imagery, this study investigates how showbiz females are framed within Dawn's content. It examines aspects such as visibility, personalization, issue coverage, and the tone of the stories. The sample consists of news stories about showbiz females published by Dawn from January 1st, 2024, to April 30th, 2024. The results show that much of the coverage focuses on the age, children and family, and marital status of the female celebrities, as

well as their appearance and experiences. The tone of the coverage is mostly positive, with a relatively small percentage of negative news stories. The visibility of the female celebrities is higher in the second half of the newspaper, and mostly in the entertainment and lifestyle sections. The types of issues covered are predominantly soft issues, such as entertainment, lifestyle, and fashion, with very few hard issues, such as politics and crime. These findings suggest that the coverage of showbiz females in Dawn tends to reinforce traditional gender roles and stereotypes, while also highlighting their achievements and contributions to the entertainment industry.

Keywords: Portrayal of Showbiz Females, Content Analysis, Visibility, Issue Coverage, Tone of the Story

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Breaking stereotype of working women: Pakistani female entrepreneurs redefining gender roles through social media platforms

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Abstract: This study explores the role of social media platforms, particularly Instagram and YouTube, in breaking stereotypes associated with working women in traditional societies like Pakistan. In traditional societies, gender roles often confine women to domestic spaces, limiting their participation in the workforce. However, the advent of social media has provided platforms for women to challenge these stereotypes and showcase their entrepreneurial ventures. In recent years online earning platforms have become very popular, among many platforms Instagram and YouTube providing earning opportunities for so many young individuals in Pakistan. Interview were conducted of 10 Entrepreneurs female working on Instagram and YouTube, this study examines how Pakistani women entrepreneurs utilize Instagram and YouTube to challenge societal norms, promote their businesses, and inspire other women. Findings reveal that these platforms serve as powerful tools for Pakistani women entrepreneurs to not only showcase their products or services but also to challenge traditional gender roles, inspire other women, and build supportive communities. Results also show that digital earning platforms bridging the gap of financial dependency between male and female.

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Gender, cultural practices, and social change: Perspectives from Pakistani women in British Diaspora

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Abstract: This research examines the crossroads of gender; cultural background and the way social transformation happens among the Pakistani women in the United Kingdom Diaspora. With qualitative interviews and through ethnographic research it explores how Pakistani women adjust their identities and maneuver cultural norms within the context of different societies in Europe. The research covers all the areas of women's life, including observance of religious rituals, family life, education, and public life, in general. The study will concentrate on the views and encounters of Pakistani women with regard to the theory of cultural hybridity in relation to their agency, resilience, and contributions to the social transformations unfolding in their communities and within the wider society. Another central topic that the research explores is the fashion in which gender norms, cultural assumptions, and structural inequalities are molded in the lives of Pakistani women in the British diaspora, and how they undergo cultural adaptation and resistance. Altogether, this research provides a deep insight into the intricate relations among gender, culture and the complexity of social dynamics in the Pakistani diaspora communities in UK.

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Examining the role of peace journalism in news coverage of the Israel and Palestine conflict: A study of Tehran Times and Khaleej Times

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This study examined how the Israel-Palestine conflict is portrayed in the Tehran Times and Khaleej Times, with a particular emphasis on how peace and war journalism are represented. This study examined

how the Israel-Palestine conflict is portrayed in the Tehran Times and Khaleej Times, with a particular emphasis on peace and war journalism are represented. The study used a content analysis technique to look at 147 news stories that were published between October 8, 2023 and January 31, 2024. The study intended to investigate how media portrayals have changed over time by examining the news narratives used by the newspapers. The analysis's conclusions highlight the two newspapers' apparent emphasis on peace journalism. When compared to Khaleej Times, Tehran Times has a noticeably higher ratio of content related to peace journalism. Khaleej Times, on the other hand, takes a more impartial stance, devoting a sizeable percentage of its coverage to topics related to both peace and conflict journalism. The news stories' content analysis depicted interesting variations in the two publications' coverage priorities. Tehran Times went into greater detail about things like military planning and diplomatic efforts, while Khaleej Times focused more on the conflict's humanitarian effects, criticism of Israel, and reactions from the West against Israel. The research findings are further validated by statistical testing, including the chi-square analysis, which confirms a considerable emphasis on peace journalism in both the Tehran Times and the Khaleej Times. The study provides insightful information about how the Israel-Palestine conflict is portrayed in the Tehran Times and Khaleej Times. Furthermore, it underscores the significance of future studies emphasizing the ways in which audiences understand and react to news coverage. Overall, the study advances our knowledge of how important English-language publications in Iran and the United Arab Emirates present one of the longest-running and most heated wars in contemporary history.

Keywords: Israel-Palestine conflict, peace journalism, war journalism, media representation

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The influence of User-Generated Content and Customer Purchasing Behavior on Instagram: Examining the role of brand trust as a moderator

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Abstract: In today's digital landscape, social media platforms like Instagram have become pivotal channels for businesses to engage with customers and influence their purchasing behavior. This study examines the impact of User Generated Content (UGC) on consumer purchasing behavior, with a focus on the moderating influence of brand trust. UGC encompasses various forms of content, such as text, images, and videos, generated by individuals rather than brands, conveying opinions and experiences about products or services. Utilizing a quantitative approach through surveys, the research aimed to validate hypotheses regarding the positive relationship between UGC and customer buying behavior, while also considering the role of brand trust as a moderator. Purposive sampling was employed to select participants. The study draws on the Uses and Gratification Theory for its theoretical framework. Results indicate a positive correlation between UGC and customer purchasing behavior, with brand trust significantly influencing the latter. Overall, the study contributes to understanding the dynamics of UGC, its impact on consumer behavior, and the moderating role of brand trust. The findings suggest that when people trust a brand, they are more influenced by what others post on Instagram. This means that brand trust acts like a filter, making user-generated content more impactful on customer purchasing decisions. Understanding this dynamic can help companies better leverage social media platforms like Instagram to build trust and drive sales. High levels of brand trust bolster the persuasive impact of UGC, fostering greater consumer engagement and propensity to purchase.
Keywords: User Generated Content, Brand Trust, Consumer Purchasing Behavior

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Gender parity in key creative roles of Pakistani Television Dramas: An analysis of trends over time (2020-2023)

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Abstract: This research aims to analyze the productions of Pakistani TV dramas by women in the role of producer, writer, and director while investigating the social themes and genres prevalent in these dramas. Focusing on a dataset of television dramas with top views on YouTube from 2020-2023. This study employs quantitative content analysis to examine the extent of female participation in key creative

roles and the genre distribution of their productions. The study aims to understand the involvement of females and assess the degree of gender parity within the media industry. Furthermore, the research looks into the genre landscape of television dramas produced by women, categorizing productions based on the genres of the dramas. By identifying prevalent genres and analyzing their thematic and aesthetic characteristics, the study aims to elucidate the creative choices and storytelling preferences of female creators in the television industry. For data collection, quantitative content analysis of Pakistani Television dramas is taken into consideration, which is either directed, produced, or written by a woman to quantify the representation of women in these creative roles, providing insights into the proportion of dramas produced, written, and directed by women. Additionally, qualitative content analysis is conducted to categorize the dramas into various genres, such as romance, family drama, social commentary, historical narratives, and suspense/thriller, among others. Additionally, the study aims to contribute to discussions surrounding gender equality, cultural production, and audience reception within the context of Pakistani television.

Keywords: Women directors, Producers, Writers, Pakistani Television Dramas, Creative roles, Breaking stereotypical thinking

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Perceptions of Madrassas in Pakistan: Exploring the Influence of News Media Repertoires and Religiosity on University Students' Perspectives

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Abstract: Madrassas, traditional Islamic educational institutions, receive significant attention in Pakistani news media. Recent coverage notably includes reports on child abuse cases involving individuals associated with madrassas, sparking public outrage and raising concerns about these institutions' practices and oversight. Despite the societal relevance of religious organizations in modern mediated societies, limited research explores how media coverage influences public perceptions of such organizations, including madrassas. This study combines the concepts of news media repertoires and corporate reputation, utilizing the RepTrak reputation model as the conceptual framework. It analyzes how news media

consumption patterns influence public perceptions of madrassas in Pakistan. A representative survey (n = 300) was conducted, identifying distinct news media repertoires among participants. Critically, the research delves into the moderating role of religiosity and attitudes towards child abuse scandals. By assessing participants' levels of religious beliefs, practices, and affiliations, as well as their stance on the reported abuse cases, the study unravels how these factors influence the relationship between news media consumption and perceptions of madrassas. This multidimensional approach provides a nuanced understanding of the intricate interplay between media exposure, personal beliefs, and attitudes towards controversial issues in shaping public opinion. The findings have far-reaching implications for media literacy programs, educational policies, child protection efforts, and initiatives aimed at promoting religious harmony in Pakistan. By highlighting the crucial role of news media in shaping perceptions surrounding influential religious institutions like madrassas, this study underscores the need for responsible and balanced reporting, as well as fostering critical media consumption habits among the public. Moreover, the research contributes to the broader discourse on the societal impact of religious organizations and the importance of addressing sensitive issues transparently and sensitively. By shedding light on the complex dynamics influencing perceptions of madrassas, this study paves the way for constructive dialogue, informed policymaking, and efforts to safeguard the well-being of children while respecting cultural and religious traditions.

Keywords: News Media Repertoires, Child Abuse Scandals, Religious Institutions, Madrassas

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Exploring the factors of political communication apprehension among social media users in Pakistan

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Abstract: In the era of digitalization, social media sites have become a significant virtual platform where people talk about politics and get involved in dialogue. Despite the potential use of social media platforms as people can take part in democratic discussions, many

people feel nervous and hesitant about talking about their opinions on politics online. People hold different and varying opinions on one matter. The study aims to identify and understand the reasons behind individuals' unwillingness or anxiety to engage in political communication on social media. By exploring these factors, this study will help to understand how communication apprehension is demonstrated in online political discussions and its implications for democratic participation and public discourse. The spiral of silence theory is used as a theoretical framework to examine the reluctance of social media users to engage in political discourse. To meet the objective, semi-structured interviews are conducted with social media users (*n*=10) to gain insights into their experiences, perceptions, and attitudes regarding communication apprehension in political discourse online. purposive sampling technique is used to get data from respondents who actively engage in political discourse online on social media platforms. Thematic analysis is used to analyze the qualitative data gathered from the in-depth interviews method. Preliminary findings suggest that several factors contribute to communication apprehension on social media in political contexts, including fear of online harassment, concern about backlash or criticism, fear of conflict with peers on social media, and perceived risks to personal reputation or safety. Additionally, this research sheds light on the multifaceted nature of communication apprehension on social media within political discourse, highlighting the need for careful strategies and policy measures to promote constructive online political engagement and foster inclusive digital spaces for democratic discussions. Ultimately, understanding the drivers of communication apprehension is essential for fostering informed and engaged citizenship in the digital age.

Keywords: Online political discourse, Public opinion, Spiral of silence theory, Fear of isolation

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Generation Z activism and leadership: Role of Social Media in Engaging University Students for Climate Action and Participation

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Abstract: Growing concerns about the devastating impacts of climate change and living through its tragic changes in temperature are generating student and youth-led activism around the globe. Young people are turning their concerns into action through different participatory actions like Friday for future strikes and creating pressure through social media. With a 64% population in the Generation Z age bracket of under 30, Pakistan is among countries with the largest youth portion. This study looked at the role of social media in engaging the youth for climate action and activism. We used a mixed-method approach of in-depth interviews for the qualitative part and a survey questionnaire for the quantitative part. In our multi-stage sampling, we selected three public and two private universities as per convenience in the first stage. A total of 420 students were contacted to answer the survey questionnaire. Also, 12 Generation Z climate change activists are selected through purposive sampling for an interview through video calling services of Zoom and WhatsApp in the second stage. Purposive sampling was used for the second part of data collection Theoretically, this study goes beyond the Uses and Gratification boundaries of just knowing the different social media channels used by climate change activists or the reasons behind their use, to explore and understand the engagement potential of social media for climate activism and leadership. The results show that social media is providing Generation Z with the agency to participate in climate activism and raise their concerns for a sustainable future. This study allows us to rethink the changing dynamics of climate change activism and how it will shape youth engagement and leadership for climate action. This study is unique in that it did not analyze the content but the creators and users of content and ideas behind their social media use for climate change activism.
Keywords: Generation Z, Activism, Leadership, Climate action

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Promoting media enlightenment and democracy in conflict zones: Lessons from Jammu Kashmir in the digital age

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Abstract: The dispute of the State of Jammu & Kashmir between Pakistan and India is the unfinished agenda of the partition of India. The government of India led security forces in Indian Illegally Occupied Jammu and Kashmir, operating to deprive the people of Kashmir of their fundamental human rights, including freedom of life and liberty, since 1947. However, the researcher in this study examined the situation created after the Hindutva-motivated Modi regime abrogated Article 370 on August 05, 2019. The focus of the study remained on print media, television media, and social/digital media reporting of the situations in Jammu and Kashmir, as well as the issue of censorship and curbing journalistic voices. This research investigates the unique challenges facing media establishments and professional practices in Indian Illegally Occupied Jammu and Kashmir amidst political tensions and government restrictions. Drawing on interdisciplinary reflections from communication studies, political science, and human rights, the research examines approaches for censorship challenges, promoting media literacy, and advocating for press freedom in politically disputed regions. The researcher analyzed that free media helps shape fair public opinion; therefore, the disputed territory of Kashmir must be freed from all kinds of censorship. It has been examined that the public in Kashmir Valley is facing illegitimate use of excessive power through communication blackouts, prolonged suspensions of the internet, curfews, and human rights violations; the study aims to draw international attention to this highly volatile issue. The methodological structure will be qualitative research in nature, and the main objective of this study is to explore the critical role of media education in nurturing democracy in the digital age. The targeted area for this particular research has been selected to be Page 2 of 2 the Indian Illegally Occupied Jammu and Kashmir. The study examines strategies for empowering citizens with critical media literacy skills to navigate digital landscapes, challenge misinformation, and advocate for democratic principles. This article also discusses the challenges journalists and civil society organizations face in fostering

media awareness, defending press freedom, and promoting dialogue amidst dogmatic strains and security concerns.

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Social media perceived discrimination and mental health among drug addicts in Pakistan

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Abstract: Prior studies have indicated that there is a higher likelihood of mental health issues among drug addicts. We looked at the potential link between addicted individuals' poor mental health and their recent experience of a significant discriminatory incident. The research involves a sample of 300 individuals aged 18-35 years, recruited from addiction treatment centers in Lahore, Pakistan and some individuals were also approached personally. Participants were assessed using standardized measures, such as the Addiction Severity Index (Miller & Del Boca, 1994), *Kessler Psychological Distress Scale* (Kessler et al., 2022), Perceived Discrimination Scale (Kessler et al., 1999), and Warwick-Edinburgh Mental Well-being Scale (Tennant et al., 2007). Results revealed that addicts used drugs more frequently, reported unmet mental healthcare requirements more frequently ($p < .001$, Cohen's $d = .86$), and had worse mental health ($p < .001$, Cohen's $d = .96$), (higher levels of psychological distress, poor mental health, and more usage of health services). In addition, addicts were more likely to report having encountered a significant instance of discrimination in the pvious year ($p < .01$, Cohen's $d = .72$). Healthcare professionals, policymakers, and support organizations can utilize these findings to design effective prevention and treatment strategies for promoting overall wellbeing and reducing the risk of addiction among drug addicts.

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Impact of social media reels on academic performance of student: Mediating its role in reducing attention span

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Abstract: This study examines how social media loops affect students' academic performance by lowering attention span. With social networking networks proliferating and adding features like reels, concerns about their effects on cognitive capacities and academic interest have grown. Researchers use quantitative methods. Survey results strongly link social media reel use and student academic decline. Additionally, the research on how reels affect attention span, including addictive design, continuous notifications, and quick short-form information consumption, highlights the need for a sophisticated understanding of social media activity and academic outcomes. The study also examines mediating factors that worsen social media reels' effects on attention span and academic performance. Psychological theories like the reinforcement model and cognitive load theory explain the mechanisms. The data reveals that social media reels may be a primary distractor, but individual and environmental factors can worsen their effects. This research also suggests ways to lessen social media's adverse effects on kids' academic achievement. The report also stresses the significance of parental and institutional participation in teaching adolescent's responsible social media use. This study adds to the literature on social media and cognitive processes and academic outcomes. Teachers, politicians, and parents may negotiate the complex world of digital media in education by understanding attention span's mediating role.

*Keywords***:** Social Media, Reels, Academic Performance, Student, Psychological, Adolescents

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About 2nd IMC

This conference "Media Education and Professional Practices in the Digital Age" acknowledges the complex and constantly evolving relationship between digital media and society in the 21st century. While recognizing the immense opportunities for innovation, collaboration, and empowerment offered by digital media, this conference also acknowledges its challenges regarding regulation, quality, and ethical responsibility. Moreover, it addresses the issues of diversity and inclusion within the digital sphere, as well as considers the sustainability implications of digital transformation in media and communication.

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- Artificial Intelligence and Communication
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- Digital Media and Entrepreneurship
- Digital Media Literacy
- Future of Mainstream Media
- Democracy, Censorship, and Media Freedom
- Health Communication
- Professional Practice of Journalism
- Privacy, Surveillance, and Internet Freedom
- Gender Inclusivity and Diversity within Digital Media
- Environmental Communication and Sustainability
- Substance Usage, Precaution, and Psychological Wellbeing: Exploring Media Role
- Cinema in the Digital Age
- Media Education

Conference Collaborators

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