



2nd International Conference Media And Communication Research

Contemporary Global Trends
In Mass Media Research : Prospects
and Challenges
April 25-26, 2024

Presented By

Institute of Media and Communication Studies
BAHAUDDIN ZAKARIYA UNIVERSITY
MULTAN, PAKISTAN



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2nd International Conference on Media and Communication Research-2024
Institute of Media and Communication Studies
Bahauddin Zakariya University, Multan, Pakistan

Day 1: April 25, 2024

Opening Ceremony	
Arrival of Guests and Registration	09:00am - 10:00am
National Anthem	10:01am - 10:05am
Recitation of the Holy Quran and Naat	10:06am – 10:15am
Welcome Address by Director IMCS Professor. Dr. Shahzad Ali	10:16am – 10:25 am
Keynote Speeches	
Dr. James Kelly Associate Professor, The Media School, Indiana University, Bloomington, United States of America Title: <i>An Overview of Quality and Status of Communication Research in Pakistan over Time</i>	10:26am – 11:00am
Professor Dr. Yasemin Inceoglu Visiting Professor, London School of Economics, London, United Kingdom Title: <i>Populism, Media and Democracy: A Complex Relationship</i>	11:01 am – 11:30am
Professor Dr. Stuart Allan Professor, School of Journalism, Media and Culture, Cardiff University, United Kingdom Title: <i>Visual Truths and Photojournalism</i>	11:31am – 11:45am
Professor Dr. Zafar Iqbal Dean/FSS, International Islamic University, Islamabad, Pakistan Title: <i>Neo Islamophobia: Defining Islamophobia as a Social Order</i>	11:46am – 12:00noon

Speeches	
<p>Prof. Dr. Anjum Zia Dean, School of Media & Communication Studies, University of Management and Technology, Lahore, Pakistan <i>Title: Media and Technology: The Evolving Media Landscape</i></p>	12:01pm – 12:10pm
<p>Dr. Noshaba Chaudhry Psychologist, MDR. Unit Nishtar Hospital, Multan, Pakistan <i>Title: Impact of Social Media on the Mental Health of Paramedical Staff increase of Death Depression due to Covid -19 in Chest Ward Nishtar Medical University and Hospital Multan</i></p>	12:11pm – 12:15pm
<p>Mr. Zafar Aheer Resident Editor Daily “Jang”, Multan, Pakistan <i>Title: Prospects and Challenges of Print Media in Digital Era</i></p>	12:16pm –12:20pm
<p>Mr Shakeel Anjum Resident Editor Daily “Express”, Multan, Pakistan <i>Title: Journalism as a Profession: Prospects and Challenges</i></p>	12:21pm –12:25pm
<p>Mr. Farhan Mulghani Resident Editor Daily “Nawa-i-Waqt”, Multan, Pakistan <i>Title: Survival of Traditional Print Media in Presence of Online Journalism</i></p>	12:26pm –12:30pm
<p>Mr. Shoukat Ashfaq Resident Editor Daily “Pakistan” <i>Title: Freedom of Pree in Pakistan: A Coparative Analysis of Dictorial and Democrate Regimes</i></p>	12:30pm –12:35pm
<p>Professor Dr. Omar Farooq Zain <i>Guest of Honor</i> Dean, Faculty of Arts and Social Sciences, Bahauddin Zakariya University, Multan, Pakistan</p>	12:36pm –12:50pm
<p>Professor Dr. Muhammad Ali <i>Chief Guest</i> Vice Chancellor, Bahauddin Zakariya University, Multan, Pakistan</p>	12:51pm –1:00pm
Souvenir Distribution and Group Photo	1:00pm – 1:15pm
Tea Break	1:16pm – 1:30pm

Plenary Session	
Mr. Asad Mumtaz Chief Editor Daily “Aftab”, Multan, Pakistan <i>Title: Roland Scope of Regional Press in the Digital Era</i>	1:31pm –1:35pm
Professor Dr. Saqib Riaz Chairman, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan <i>Title: Challenges to Media Education in Pakistan and the Way Forward</i>	1:36pm –1:40pm
Mr. Fazeel Sahu Resident Editor Daily “92 News”, Multan, Pakistan <i>Title: Prospects & Challenges of Crime Reporting in Pakistan</i>	1:41pm –1:45pm
Dr. Shabbir Serwar Associate Professor, University of Punjab, Lahore, Pakistan <i>Title: Media and Contemporary World Issues</i>	1:46pm –1:50pm
Mr. Akmal Wains Editor Daily “Badalta Zamana”, Multan, Pakistan CEO “MUX News”, Multan, Pakistan <i>Title: Prospects and Challenges of Regional Press in Pakistan</i>	1:51pm –2:00pm
Mr. Nisar Awan General Secretary Multan Press Club, Multan, Pakistan <i>Title: Fake News and Social Media: Analysis of Counter Strategies</i>	2:01pm –2:05pm
Mr. Nouman Babar Resident Editor Daily “Duniya”, Multan, Pakistan <i>Title: Prospects and Challenges of TV Journalism in the Digital Era</i>	2:06pm –2:10pm
Mr. Sajjad Jahannian Director, DGPR, Multan, Pakistan <i>Title: Challenges and Prospects of Public Relations in the Digital Era</i>	2:11pm-2:15pm
Lunch Break	2:16pm –3:00pm

Online Session Moderator: Dr. Aasima Safdar <i>Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</i>	
Professor Dr. Noushina Saleem Professor and Director, School of Communication Studies, University of The Punjab, Lahore, Pakistan	3:01pm – 3:10pm
Professor Niu Jing The Journalism and Communication School of Huazhong University of Science and Technology, Wuhan , China <i>Title: A Study of Algorithm Literacy and Influencing Factors Among Young Adults</i>	3:11pm – 3:20pm
Professor Dr. Altaf Ullah Khan Dean of Humanities, Forman Christian College University, Lahore, Pakistan	3:21pm – 3:30pm
Professor Dr. Faiz Ullah Jan Chairperson Department of Mass Communication and Journalism Studies, University of Peshawar, Pakistan	3:31pm – 3:40pm
Dr. Hiu Man Chan Senior Lecturer in Creative Industries at De Montfort University, United Kingdom <i>Title: Rethinking Bottom-up Film Diplomacy at the Historical Turning Point.</i>	3:41pm – 3:50pm
Mr. Khalid Chauhan Assistant Professor Multan College of Arts BZU <i>Title: Media tools for SDG regarding healing Architecture realm and digital biophilic urban spectrum</i>	3:51pm – 4:00pm
Ms. Sidra Chaudhary Lecturer, Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan <i>Title: Treatment of Covid-19 In Pakistani TV Talk Shows -A Comparative Study.</i>	4:01pm – 4:10pm
Mr. Nasrullah Dhareejo University of Malaya, Malaysia <i>Title: Designing a Conceptual Model: Predictors Influencing the Rejection of AI Application Adoption among Journalists in Pakistan</i>	4:11pm – 4:20pm

<p>Ms. Saima Quddoos PhD Scholar, School of Communication Studies, University of the Punjab, Lahore, Pakistan <i>Title: Reporting of child Abuse in Leading Pakistani TV News Channels</i></p>	4:21pm – 4:30pm
<p>Ms. Anamta Hakeem Student of Interaction Design and Development at George Brown College, Toronto, Canada <i>Title: Exploring the Impact of Social Media Engagement on Sleep Patterns: A Study of Undergraduates at George Brown College, Toronto, Canada</i></p>	4:31pm – 4:40pm
<p>Mr. Bilal Mazhar PhD Scholar, Journalism, and information communication school, University of Science and Technology, Wuhan, China <i>Title: Exploring Privacy Safety Behaviors of Social Media Users in Pakistan in Response to Negative Online Experiences - Mediating Role of Privacy Safety Motivations</i></p>	4:41pm – 4:50pm
Parallel Sessions	
<p>Session-1 (IT Lab, IMCS) Chair: Dr. Anjum Zia <i>Dean, School of Media & Communication Studies, University of Management and Technology, Lahore, Pakistan</i> Co-chair: Dr. Bilal Nawaz <i>Assistant Professor, Lahore College for Women University, Lahore</i> Moderator: Eesha Nasir</p>	
<p>Muhammad Tahir Bakshi M.Phil Scholar Institute of Media and Communication Studies, Bahauddin Zakariya University Multan, Pakistan Ali Ab Ul Hassan Assistant Professor, School of Creative Arts, The University of Lahore, Pakistan <i>Title: Shift in Representation of Transgender in Pakistan Drama Serials Over Decades (1990-2020)</i> Dr. Muhammad Junaid Ghauri Lecturer Media Studies at International Islamic University Islamabad, Pakistan <i>Title: International Media Coverage of PM Imran Khan's Speech in the UNGA-2019: A Content Analysis</i></p>	3:00pm-3:10pm

<p>Zoha Zahid Lecturer Media and Communication Studies, University of South Asia, Lahore, Pakistan</p> <p>Dr. Anjum Zia Professor, School of Media and Communication Studies, UMT, Lahore, Pakistan</p> <p><i>Title: Examining the Impact of Social Media in Disseminating Public Awareness and Cultivating Ecologically Responsible Practices to Mitigate Smog in Pakistan.</i></p>	3:11pm-3:20pm
<p>Amna Ejaz M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p><i>Title: Impacts of Social Media on Political Behavior.</i></p>	3:21pm-3:30pm
<p>Aamir Rasheed BS Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p><i>Title: Digital distraction in short form content, A study of short videos and reels culture in academic focus among the students</i></p>	3:31pm-3:40pm
<p>Concluding Remarks by Session Chair and Co-chair</p>	3:41pm-3:50pm
<p>Certificates Distribution</p>	3:51pm-4:00pm
<p>Session-2 (PhD Room, IMCS)</p> <p>Chair: Professor Dr. Zafar Iqbal Dean/FSS, International Islamic University, Islamabad, Pakistan</p> <p>Moderator: Maalik Ali Khan</p>	
<p>Sanan Waheed Khan Ph.D. Research Fellow, School of Communication University Putra Malaysia, Selangor, Malaysia</p> <p>Zulhamri Abdullah Associate Professor, School of Communication, University Putra Malaysia, Selangor, Malaysia</p> <p><i>Title: Developing a Research Agenda for Climate Change Communication and Public Opinion</i></p>	3:00pm-3:10pm

<p>Mujtaba Hussian BS Scholar, University of the Punjab, School of Communication Studies, Lahore, Pakistan</p> <p>Sayam Ahmed BS. Scholar University of the Punjab, School of Communication Studies, Lahore, Pakistan</p> <p>Maryam Bint-e- Saima BS Scholar, University of the Punjab, School of Communication Studies, Lahore, Pakistan</p> <p><i>Title: Role of media curriculum in the practical field: Opportunities and Challenges.</i></p>	3:11pm-3:20pm
<p>Mustansar Siam MPhil Scholar, Department of Political Science, Government College University, Lahore, Pakistan</p> <p>Mahrugh Ashraf University of Punjab, Lahore, Pakistan</p> <p><i>Title: The State of Media Freedom in Pakistan: Implications on Democratization</i></p>	3:21pm-3:30pm
<p>Concluding Remarks by Session Chair</p>	3:31pm-3:40pm
<p>Certificates Distribution</p>	3:41pm-3:50pm
<p>Session-3 (M.Phil Room, IMCS)</p> <p>Chair: Dr. Abdul Wajid Khan Former Chairman, Department of Media Studies, Islamia University, Bahawalpur, Pakistan</p> <p>Co-chair: Dr. Deeba Shahwar Assistant Professor, Women University, Multan, Pakistan</p> <p>Moderator: Hamna Omer</p>	
<p>Syed Ali Akbar Gardezi Ph.D Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p><i>Title: Comparative Analysis of Editorials on the Israel-Palestine Conflict Across Leading News WeBSites in The New York Times, Hindustan Times, Global Times and The Daily Dawn.</i></p>	3:00pm-3:10pm

<p>Dr. Aqsa Iram Shahzadi Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Iqra Anwar M.Phil Scholar, Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: The Impact of Artificial Intelligence on Communication</i></p>	3:11pm-3:20pm
<p>Zohra Rauf Lecturer Media and Communication Studies, National University of Modern Languages, Lahore, Pakistan</p> <p>Prof. Dr. Savera Shami Chairperson Department of Digital Media, University of the Punjab, Lahore, Pakistan</p> <p>Zoha Zahid Lecturer Media Studies, University of South Asia, Lahore, Pakistan <i>Title: Role of Social Media in Promoting Political Awareness and</i></p>	3:21pm-3:30pm
<i>Civic Participation of Youth.</i>	
<p>Hurmat Malik Visiting Lecturer, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: A Comparative Analysis of the Representation of Pak-China Relations in Daily Dawn and Daily Jang Newspapers.</i></p>	
Concluding Remarks by Session Chair and Co-chair	3:31pm-3:40pm
Certificates Distribution	3:41pm-3:50pm
<p>Session-4 (Room#1, IMCS) Chair: Dr. Malik Adnan Associate Professor, Islamia University, Bahawalpur, Pakistan</p> <p>Co-chair: Dr. Abdul Shakoor Assistant Professor, Lahore Leads University, Lahore, Pakistan</p> <p>Moderator: Muhammad Murtaza Hassan</p>	

<p>Dr. Abdul Shakoor Assistant Professor, Lahore Leads University, Lahore, Pakistan</p> <p>Dr. Muhammad Ahmad Nawaz Visiting Lecturer, Department of Media and Communication Studies, The Islamia University Bahawalpur, Pakistan</p> <p>Sumair Ahmad SMCS, UMT, Lahore, Pakistan <i>Title: Portrayal of Judiciary, Lawyers, and Journalists in Pakistani Media</i></p>	3:00pm-3:10pm
<p>Dr. Muhammad Ahsan Bhatti Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Ayesha Saleem M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Impact of Pakistani Drama “ Mery Pas tum ho ” on society.</i></p>	3:11pm-3:20pm
<p>Aliza Gillani M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Impact of Horror Movies in Teenagers’</i></p>	3:21pm-3:30pm
<p>Muhammad Murtaza Hassan M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Portrayal of the Abolishment of Article 370 in Indian Occupied Jammu & Kashmir: A Comparative Analysis of British and American Newspapers</i></p>	3:31pm-3:40pm
Concluding Remarks by Session Chair and Co-chair	3:41pm-3:50pm
Certificates Distribution	3:51pm-4:00pm

Session-5 (Retiring Room, IMCS)

Chair: Dr. Rana Shahzad

Chairman, Department of Media Studies, Islamia University, Bahawalpur, Pakistan

Co-Chair: Dr. Abdul Basit

Assistant Professor, School of System and Technology,
University of Management & Technology, Lahore, Pakistan

Moderator: Iqra Wahla

<p>Dr. Abdul Basit Assistant Professor, School of Media and Communication Studies, University of Management and Technology (UMT), Lahore, Pakistan</p> <p>Muhammad Kaqbad Alam PhD Scholar, Department of Journalism and Mass Communication, University of Peshawar, Pakistan, <i>Title: Examining the Usage of Artificial Intelligence, Digital Divide and its Influence on Political Activity and Education of Students of Pakistan</i></p>	3:00pm-3:10pm
<p>Rania Khalid M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Dr. Shahzad Ali Director, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Role of Media in Promoting Music; Exploring The Taste of Music Among Teenagers</i></p>	3:11pm-3:20pm
<p>Aqsa Khalid M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Dr. Shahzad Ali Director, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Role of Interpersonal Communication Channels and Mass Media in Calcium Awareness Campaign; A case study of Multan</i></p>	3:21pm-3:30pm
<p>Syed Jowdut M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Aasima Safdar Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Investigating the Barriers Confronting Journalists in Multan's Media Landscape</i></p>	3:31pm-3:40pm
Concluding Remarks by Session Chair and Co-chair	3:41pm-3:50pm
Certificates Distribution	3:51pm-4:00pm

Session-6 (Committee Room, IMCS)

Chair: Dr. Mudassir Shah

Associate Professor, Sargodha University, Sargodha, Pakistan

Co-Chair: Dr. Sajjad Ali

Assistant Professor, University of Malakand, Pakistan

Moderator: Zobia Awais

<p>Dr. Sajjad Ali Assistant Professor, Department of Journalism and Mass Communication, University of Malakand, Pakistan</p> <p>Ubaid Ullah Student of Journalism and Mass Communication, University of Malakand, Pakistan</p> <p>Khayam Hassan Lecturer, Department of Journalism and Mass Communication, University of Swat, Pakistan <i>Title: The Power of his Pen and Personality: A Story of Respected and Fearless War Journalist Rahimullah Yousafzai</i></p>	3:00pm-3:10pm
<p>Quratulain M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan.</p> <p>Dr. Aasima Safdar Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Analyzing Media Discourse: Imran Khan and Post-No Confidence Motion Representation in Dawn and Jang Newspapers.</i></p>	3:11pm-3:20pm
<p>Tanzeela Rafiq BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p>	3:21pm-3:30pm
<p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: Role of Social Media in Raising Awareness and Mobilizing Support during Natural Disasters.</i></p>	
<p><i>Title: Rape Victim Blaming as System Justification; Media Representation of Gender and Stereotypes</i></p>	3:31pm-3:40pm
<p>Concluding Remarks by Session Chair and Co-chair</p>	3:41pm-3:50pm
<p>Certificates Distribution</p>	3:51pm-4:00pm

Session-7 (Room # 04, IMCS) Chair: Dr. Aqsa Iram Shahzadi Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan Co-Chair: Mr. Noor Ul Hayee Lecturer, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan Moderator: Marjaan	
Anaya Fatima BS Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Analysis of Viewers' Engagement Patterns with ChatGPT centered videos on Youtube.</i>	3:00pm-3:10pm
Asma Hussain BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan Ms. Sadia Talib Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: The Role of Social Media in Providing Awareness about Social Issues to Eradicate the Present Solution.</i>	3:11pm-3:20pm
Fatima Yaqoob BS Scholar, Mass Communication Department, The Women University, Multan, Pakistan Dr. Beenish Zaheen Department Of Mass Communication, The Emerson University Multan, Pakistan <i>Title: Impact of Instagram Beauty Bloggers Post on the Fashion Sense and Makeup Styles Of Female Users: A Survey Analysis</i>	3:21pm-3:30pm
Ziauddin Zia BS Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Analysis of FATA Issues through the Lenses of Media and Public Agenda</i>	3:31pm-3:40pm
Moazam Ali BS Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Emoticons in Digital Communication: Exploring Their Multifaceted Impact on Contemporary Discourse.</i>	3:41pm-3:50pm
Concluding Remarks by Session Chair and Co-chair	3:51pm-4:00pm

Certificates Distribution	4:01pm-4:10pm
Tea Break	4:10pm-4:30pm



Day 2: April 26, 2024

Parallel Sessions	
<p>Session-8 (Seminar Hall, IMCS) Chair: Dr. Muhammad Ahsan Bhatti Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan</p> <p>Co-Chair: Dr. Irem Sultana Assistant Professor, Govt. College University, Faisalabad, Pakistan</p> <p>Moderator: Aiza Asim</p>	
<p>Ali Akbar Hingorjo Station Director, Pakistan Broadcasting Corporation and PhD Scholar Media and Communication Studies, University of Sindh, JaMs.horo, Pakistan</p> <p>Bashir Memon Professor, Department of Media and Communication Studies, Faculty of Social Sciences, University of Sindh, JaMs.horo, Pakistan</p> <p>Muhammad Qasim Nizamani Associate Professor, Media and Communication Studies, University of Sindh, JaMs.horo, Pakistan <i>Title: Role of Digital Media in Engaging University Students of Sindh, Pakistan in Participatory Climate Change Communication</i></p>	<p>9:01am-9:10am</p>
<p>Aliza Tariq BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms. Amna Fazail Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Exploring the Impact Of Korean Dramason the Female Viewers of Multan</i></p>	<p>9:11am-9:20am</p>
<p>Maham Zafar BS Scholar, Department of Mass Communication, The Women University Multan, Pakistan</p> <p>Ms.. Amna Fazail Lecturer, Department of Mass Communication. The Women University Multan, Pakistan <i>Title: Portrayal of Women in Netflix Movie Greta; Content Analysis</i></p>	<p>9:21am-9:30am</p>

<p>Malaika Iftikhar BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms.. Sadia Talib Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Portrayal of Women in Korean Dramas Feministic Perspective</i></p>	9:31am-9:40am
<p>Mahnour Shami BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: The Impact of Turkish Drama on the Lifestyle of Youth</i></p>	9:41am-9:50am
Concluding Remarks by Session Chair and Co-chair	9:51am-10:00am
Certificates Distribution	10:01am-10:10am
<p>Session-9 (IT Lab, IMCS) Chair: Professor Dr. Saqib Riaz Chairman, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan Moderator: Eesha Nasir</p>	
<p>Dr. Muhammad Tahir Head of Department of Computer Science, COMS.ATS University Attock Campus, Islamabad, Pakistan</p> <p>Dr. Ahmad Saad Assistant Professor NFC-IET, Multan, Pakistan</p> <p>Amna Ali Student at Department of Computer Science, BS Artificial Intelligence, CoMs.ats University Islamabad (Attock campus), Pakistan</p> <p>Zain Ashfaq Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan <i>Title: Exploring the Potential of AI “Chatbots” to Empower Students in Academics with Smart Usage: The Proactive Role of Media</i></p>	9:01am-9:10am
<p>Amna Shakeel M.Phil Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p>	9:11am-9:20am

<p>Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: A Study of Pakistan Image in Indian News Channels regarding Palestine and Israel Conflict: Content Analysis</i></p>	
<p>Nimra Rasheed M.Phil Scholar, Mass Communication Department, The Women University, Multan, Pakistan</p> <p>Ms. Amna Fazail Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: The Hash Tags Conflict War: The Role of Twitter to Support Palestinians on Palestine and Israel Issue.</i></p>	9:21am-9:30am
<p>Concluding Remarks by Session Chair</p>	9:31am-9:40am
<p>Certificates Distribution</p>	9:41am-9:50am
<p>Session-10 (PhD Room, IMCS)</p> <p>Chair: Dr. Shabbir Sarwar Associate Professor, University of Punjab, Lahore, Pakistan Moderator: Maalik Ali Khan</p>	
<p>Rania Khan Fogarty BS Scholar Department of Mass Communication The Women University, Multan</p> <p>Ms. Sadia Talib Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Sociocultural Impact of Award Shows on Viewers: A Survey Study</i></p>	9:01am-9:10am
<p>Saba Javed BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms. Amna Fazail Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: The Role of Media Literacy in Shaping Public Opinion and Promoting Critical Thinking Regarding Economic Issues</i></p>	9:11am-9:20am

<p>Umbar Ajmal BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms. Amna Fazail Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Analyzing the Influence of Social Media Platform Twitter on News Consumption and Spread of Information.</i></p>	9:21am-9:30am
<p>Bushra Rehman BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Alina Zahra BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Impact of Social Media Political Posts on Political Affiliation of Users from Business Community and Working Class (A Comparative Analysis)</i></p>	9:31am-9:40am
Concluding Remarks by Session Chair	9:41am-9:50am
Certificates Distribution	9:51am-10:00am
<p>Session-11 (M.Phil Room, IMCS) Chair: Dr. Ghulam Shabbir Former Chairman, Department of Mass Communication, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Co-Chair: Mr Dastar Ali Chandio Lecturer, Shaheed Benazir University, Benazirabad, Pakistan Moderator: Hamna Omer</p>	
<p>Dastar Ali Chandio Lecturer Media and Communication SBBU, SBA, Pakistan</p> <p>Dr. Taha Shabbir Assistant Prof. Media and Communication SBBU, SBA, Pakistan <i>Title: Exploring the Impact of Digital Literacy on Political Participation: A Survey from Shaheed Benazir Bhutto University, NawaBShah, Pakistan during the 2024 General Elections</i></p>	9:01am-9:10am
<p>Dr. Ahmad Saad Assistant Professor NFC-IET Multan, Pakistan</p>	9:11am-9:20am

<p>Muzammil Murtaza Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Abdullah Naem Student at Department of Environmental science, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Marwa Kareem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Manahil Ahmed Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan <i>Title: Unraveling TikTok: Exploring Its Influence on Deviance and Crime in Pakistani Society</i></p>	
<p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Muhammad Sohaib Anjum Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Muhammad Aneeq Bhatti Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Dr. Ahmad Saad Assistant Professor NFC-IET Multan, Pakistan</p> <p>Umais Samad Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Faheem Abbas PhD Scholar, Department of Sociology, Riphah International University, Faisalabad Campus, Pakistan <i>Title: Leveraging Media for Child Welfare: A Holistic Approach to Combating Child Labor and Promoting Welfare Programs. in Haroonabad, Pakistan</i></p>	9:21am-9:30am

<p>Gohar Fatima BS Scholar, Mass Communication Department, The Women University of Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan</p> <p><i>Title: Image of Israel/Palestine In Print Media during Palestine War: A Comparative Analysis of Editorial Published by Daily Dawn and the Nation.</i></p>	9:31am-9:40am
<p>Laiba Nadir BS Scholar, Department Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms. Sadia Talib Lecturer, Department of Mass Communication. The Women University Multan, Pakistan</p> <p><i>Title: Exploring The Influence of the Culture Portrayed by Netflix Adult Series on the Liberal Thoughts and Existing Culture Ideology of Pakistani Viewers (Survey Analysis)</i></p>	9:41am-9:50am
Concluding Remarks by Session Chair and Co-chair	9:51am-10:00am
Certificates Distribution	10:01am-10:10am
<p>Session-12 (Room # 01, IMCS) Chair: Dr. Zahid Yosuf Chairman, Center for Media and Communication Studies, University of Gujrat, Gujrat, Pakistan</p> <p>Co-Chair: Dr. Awais Gillani Assistant Professor, Islamia University, Bahawalpur, Pakistan Moderator: Noman</p>	
<p>Maria Talib BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p><i>Title: Representation of Women in Pakistani TV Advertisements (Feministic Perspective)</i></p>	9:01am-9:10am

<p>Dr. Saima Afzal Assistant Professor, Department of Sociology BZU Multan, Pakistan</p> <p>Dr. Ahmad Saad Visiting Lecturer, Department of Sociology BZU Multan, Pakistan</p> <p>Zohaa Naveed Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p> <p>Manal Ghulam Abbas Student at Department of Human Nutrition and Dietetics BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p> <p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University Multan, Pakistan <i>Title: The Contribution of Social Media in Promoting Vegan Lifestyles: Investigating the Health Impact of Non-Vegan Diets and their Correlation with BMI I.</i></p>	<p>9:11am-9:20am</p>
<p>Dr. Saima Afzal Assistant Professor, Department of Sociology BZU Multan, Pakistan</p> <p>Dr. Ahmed Saad Visiting Lecturer, Department of Sociology BZU Multan, Pakistan</p> <p>Fatima Batool Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p> <p>Zohaa Naveed Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p> <p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University Multan, Pakistan <i>Title: Role of Social Media in Determining Dietary Preference of Fast Food Among Young Adults In Islamabad</i></p>	<p>9:21am-9:30am</p>
<p>Dr. Ahmad Saad Assistant Professor, NFC- IET Multan, Pakistan</p> <p>Manal Ghulam Abbas Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p>	<p>9:31am-9:40am</p>

<p>Zohaa Naveed Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan</p> <p>Noman Nadeem, Student at Department of Criminology, BS Program, NFC-IET University Multan, Pakistan</p> <p>Eesha Tur Razia Student at Department of Human Nutrition and Dietetics, BS Program, Times Institute, Multan, Pakistan</p> <p>Arifa Nadeem Student at Department of Human Nutrition and Dietetics, BS Program, Royal institute of Medical Science, Multan, Pakistan <i>Title: Media's Role in Promoting Health Awareness: Melatonin Regulation and Nutritional Strategies for Cancer Prevention among Online Entrepreneurs and Freelancers in Islamabad</i></p>	
<p>Amna Zeshan BS. Scholar Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: The Role of Social Media in Providing Awareness and Guidance about Conjunctivitis Eye Virus.</i></p>	9:41am-9:50am
<p>Concluding Remarks by Session Chair and Co-chair</p>	9:51am-10:00am
<p>Certificates Distribution</p>	10:01am-10:10am
<p>Session-13 (Retiring Room, IMCS) Chair: Dr. Ashraf Iqbal Assistant Professor, Govt. College University, Faisalabad, Pakistan</p> <p>Co-Chair: Dr. Salman Ameen Assistant Professor, Minhaj University, Lahore, Pakistan Moderator: Iqra Wahla</p>	
<p>Mr Zohaib Ashraf Research Scholar Department of Mass Communication, Government College University, Faisalabad, Pakistan</p> <p>Dr. Ashraf Iqbal Assistant Professor Department of Mass Communication, Government College University, Faisalabad, Pakistan <i>Title: Psychological Effect of News Channels; An Analytical Study</i></p>	9:01am-9:10am

<i>of University Teachers in Faisalabad</i>	
Momna Ahmad M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin zakariya University, Multan, Pakistan <i>Title: Impact of BTS on the Psychological Health of Youth; Qualitative Study.</i>	9:11am-9:20am
Hafiz Yasir Siddique M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin zakariya University, Multan, Pakistan <i>Title: Challenges and Opportunities in Reporting SRHR Issues in Pakistani Media</i>	9:21am-9:30am
Rabia Tahir M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan Dr. Aasima Safdar Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Impact of Crime-Based Television Shows on Youngsters: A Case Study of Multan</i>	9:31am-9:40am
Concluding Remarks by Session Chair and Co-chair	9:41am-9:50am
Certificates Distribution	9:51am-10:00am
Session-14 (Committee Room, IMCS) Chair: Dr. Salma Umer Associate Professor, Govt. College University, Faisalabad, Pakistan Co-Chair: Dr. Bilal Bhatti Lecturer, Mirpur University of Science and Technology (MUST), Azad Jammu & Kashmir, Pakistan Moderator: Zobia Awais	
Bashir Memon Professor, Department of Media & Communication Studies, University of Sindh, Jamshoro, Pakistan Muhammad Siddique Soomro Assistant Professor, Department of Media & Communication Studies, University of Sindh, Jamshoro, Pakistan <i>Title: Perceived Commercial Influence upon the Journalists in Sindh Province, Pakistan</i>	10:31am-10:40am

<p>Yusra Ansari BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Emerson University, Multan, Pakistan <i>Topic: Role of Social Media in Political Affiliation and Participation in Political Activities among Students (A Survey Analysis)</i></p>	10:41am-10:50am
<p>Dr. Aqsa Iram Shahzadi Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Ali Qadeer M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Analyzing Imran Khan's Arrest by Media Implications for Pakistan's Judicial System</i></p>	10:51am-11:00am
<p>Babar Hussain Shah Assistant Professor, Department of Mass Communication, Allama Iqbal Open University Islamabad, Pakistan</p> <p>Sana Rashid PhD Scholar, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan <i>Title: Countering Violent Extremism (CVE): Identifying and Controlling Violent Content on Social Media</i></p>	11:00am-11:10am
Concluding Remarks by Session Chair and Co-chair	11:11am-11:20am
Certificates Distribution	11:21am-11:30am
<p>Session-15 (Seminar Hall, IMCS) Chair: Dr. Shazia Shahab Assistant Professor, University of Sindh, Jamshoro, Pakistan</p> <p>Co-Chair: Dr. Muhammad Riaz Adil Assistant Professor, Riphah International University, Islamabad, Pakistan</p> <p>Moderator: Aiza Asim</p>	
<p>Muhammad Hashim MS. Scholar, Riphah International University, Islamabad, Pakistan</p> <p>Dr. Muhammad Riaz Adil Assistant Professor, Riphah International University, Islamabad, Pakistan <i>Title: Hate Speech and Disinformation Tendencies in Populist Discourse: Evidence from Pakistan.</i></p>	10:31am-10:40am

<p>Areeka khakwani M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya, University, Multan, Pakistan <i>Title: Why People use Instagram: A Case Study of University Students</i></p>	10:41am-10:50am
<p>Dr. Aqsa Iram Shahzadi Assistant Professor, Institute of Media and Communication Studies, Bahauddin Zakariya, University, Multan, Pakistan Sammiya Mujtaba M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya, University, Multan, Pakistan <i>Title: Soul Sisters: Exploring the Impact of Women-Centric Facebook Groups on the Social Lives of Married Women in Pakistan</i></p>	10:51am-11:00am
<p>Anila Sultan BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Impact of Social Media Fashion Posts on Individuals Self-Esteem, Confidence, Fashion Sense, and Body Image.</i></p>	11:00am-11:10am
Concluding Remarks by Session Chair and Co-chair	11:11am-11:20am
Certificates Distribution	11:21am-11:30am
<p>Session-16 (IT Lab, IMCS) Chair: Dr. Faiza Lateef Associate Professor, University of Punjab, Lahore, Pakistan Co-Chair: Dr. Manan Khan Tareen Post-Doctoral Fellow, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan Moderator: Eesha Nasir</p>	
<p>Dr. Ahmad Saad Assistant Professor NFC-IET Multan, Pakistan Manahil Ahmed Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Shahzar Khan Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p>	10:31am-10:40am

<p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Muzammil Murtaza Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Asma Ahmed Vice Principal, The School Multan, Pakistan <i>Title: The strength of Social Media Through “TOP TRENDING” Towards Prevention of Crime by Law Enforcement Agencies.</i></p>	
<p>Ali Raza ShaMs.i Lecturer at Department of Criminology, NFC-IET University, Multan, Pakistan</p> <p>Dr. Ahmad Saad Assistant Professor NFC-IET Multan, Pakistan</p> <p>Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Syed Muhammad Haider Raza Lecturer at Institute of social and Cultural Studies, BZU, Multan, Pakistan</p> <p>Muhammad Tauqir Altaf Lecturer at Department of Law, Times Institute, Multan, Pakistan</p> <p>Iram Zulfiqar Lecturer at Department of Criminology, NFC-IET University, Multan, Pakistan <i>Title: Media’s Proactive Role in Legal Education and Spreading Awareness towards Unintentional Law Breaking Actions.</i></p>	10:41am-10:50am
<p>Ayesha Waheed BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Ms. Sadia Talib Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Impact of Social Media (Facebook or Twitter) on Student Academic Performance of University Students.</i></p>	10:51am-11:00am
<p>Aqsa Riaz BS Scholar, Department of Mass Communication. The Women University, Multan, Pakistan</p> <p>Ms. Amna Fazail Lecturer, Department of Mass Communication, The Women</p>	11:00am-11:10am

University, Multan, Pakistan <i>Title: Exploring The Impact Of TikTok Memes On Social Behavior Of Youth: A Survey Analysis</i>	
Concluding Remarks by Session Chair and Co-chair	11:11am-11:20am
Certificates Distribution	11:21am-11:30am
Session-17 (PhD Room, IMCS) Chair: Dr. Amir Mehmood Bajwa Associate Professor, Garrison University, Lahore, Pakistan Moderator: Maalik Ali Khan	
Kaleem Ullah M.Phil Scholar, Institute of Islamic Studies, Bahauddin Zakariya, University, Multan, Pakistan Muhammad Jameel Aftab M.Phil Scholar, Institute of Islamic Studies, Bahauddin Zakariya, University, Multan, Pakistan Bilal Ahmed M.Phil Scholar, Institute of Islamic Studies, Bahauddin Zakariya, University, Multan, Pakistan <i>Title: Various Forms. of Harming the Image of Islam: Critical Analysis of these and their Remedies.</i>	10:31am-10:40am
Rida Nadeem M.Phil Scholar, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Stereotypical Portrayal of DID in Pakistani Drama Zahe-e-Naseeb.</i>	10:41am-10:50am
Irfan Haider BS Scholar, Department of Psychology, Bahauddin Zakariya, University, Multan, Pakistan Ali Abbas BS Scholar, Department of Psychology, Bahauddin Zakariya, University, Multan, Pakistan Muhammad Kamran Shah BS Scholar, Department of Psychology, Bahauddin Zakariya, University, Multan, Pakistan <i>Title: Internet Addiction and Sleep Quality among Students: A Study of Public and Private Higher Education Institutions</i>	10:51am-11:00am
Concluding Remarks by Session Chair	11:00am-11:10am

Certificates Distribution	11:11am-11:20am
Session-18 (M.Phil Room, IMCS) Chair: Dr. Tariq Mehmood Assistant Professor, Balochistan University of Information and Technology, Engineering and Management Sciences, Quetta, Pakistan Co-Chair: Dr. Hannan Tareen Lecturer, Islamia University, Bahawalpur, Pakistan Moderator: Hamna Omer	
Dr. Li Quanli School of Politics and Public Administration, Guangxi Normal University, Guilin, Guangxi, China Dr. Ahmad Saad Assistant Professor NFC-IET Multan, Pakistan Raheel Umer Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Noman Nadeem Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Zohaa Naveed Student at Department of Human Nutrition and Dietetics, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan Shajia Malik Student at Department of Computing, BS Program, Riphah International University, Gulberg Greens Islamabad, Pakistan <i>Title: Exploring the Influence of Netflix on Cultural Acculturation: A Study Among Students in Islamabad's Universities.</i>	10:31am-10:40am
Sanam Shabbir BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Portrayal of Women in Pakistani DramaSerials: A Comparative Analysis of Hum TV and ARY Digital in Term of Ethical Guidelines: A Content Analysis.</i>	10:41am-10:50am
Usman Farooq M.Phil Scholar, Institute of Media and Communication Studies,	10:51am-11:00am

<p>Bahauddin Zakariya University, Multan, Pakistan Professor Dr. Shahzad Ali Director, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Role of Communication Channels in Cultivation Of Pseudoscience Beliefs in People's Life.</i></p>	
Concluding Remarks by Session Chair and Co-chair	11:00am-11:10am
Certificates Distribution	11:11 am-11:20am
<p>Session-19 (Room # 01, IMCS) Chair: Dr. Muhammad Khalid Former Chairman, School of Creative Arts, University of Lahore, Pakistan Co-Chair: Dr. Muhammad Naeem Javed Assistant Professor/HOD, Department of Media and Communication Studies, Emerson University Multan, Pakistan Moderator: Noman</p>	
<p>Aliza Javed BS Scholar Department of Mass Communication, The Women University, Multan, Pakistan Ms. Sadia Talib Lecturer, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: The Role of Social Media in Shaping Public Opinion and Political Discourse; A Survey Analysis</i></p>	10:31am-10:40am
<p>Dr. Ahmad Saad Assistant Professor at NFC-IET University, Multan, Pakistan Umair Samad Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Haris Mehmood Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Aqsa Shabbir Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan Zain Ashfaq Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan <i>Title: Exploring The Role Of Media Against Drug Addiction Empowering Youth - an Implication for Policymakers</i></p>	10:41am-10:50am

<p>Dr. Ahmad Saad Assistant Professor at NFC-IET University, Multan, Pakistan</p>	10:51am-11:00am
<p>Haris Mehmood Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Aqsa Shabbir Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Zain Ashfaq Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan</p> <p>Umair Samad Student at Department of Criminology, BS Program, NFC-IET University, Multan, Pakistan <i>Title: Exploring the Role of Social Media in Shaping Public Perceptions of Criminal Behavior.</i></p>	
<p>Concluding Remarks by Session Chair</p>	11:00am-11:10am
<p>Certificates Distribution</p>	11:11am-11:20am
<p>Session-20 (Retiring Room, IMCS)</p> <p>Chair: Dr. Tanveer Hussain Assistant Professor, University of Punjab, Lahore, Pakistan</p> <p>Co-Chair: Dr. Zoha Qaiser Visiting Lecturer, Institute of Islamic Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Moderator: Iqra Wahla</p>	
<p>Dr. Muhammad Zafar Iqbal Saedi Assistant Professor, Institute of Sufism and Mysticism Bahauddin Zakariya University, Multan. Pakistan.</p> <p>Dr. Zoha Qaiser Visiting Faculty, Bahauddin Zakariya University, Multan. Pakistan. <i>Title: Unveiling the Nexus: Islam, Media, and Societal Constructs in Pakistan</i></p>	10:31am-10:40am

<p>Dr. Zuha Qaisar Visiting Lecturer, Department of Islamic Studies, Bahauddin Zakariya University, Multan, Pakistan</p> <p>Dr. Hafiz Nasir Ali Visiting Assistant Professor, Department of Islamic Studies Thal University Bhakkar, Pakistan <i>Title: Constructive and Destructive Role of Media in the Context of Islamic Teaching</i></p>	10:41am-10:50am
<p>Ms. Zoha Zahid Lecturer Media Studies, University of South Asia, Lahore, Pakistan</p> <p>Prof. Dr. Anjum Zia Dean, School of Media & Communication Studies, University of Management and Technology, Lahore, Pakistan</p> <p>Sehar Shahadat Khan BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan <i>Title: Unraveling the Influence of Paranormal Investigation Shows on Religious Beliefs about the Existence of Jinnat.</i></p>	10:51am-11:00am
Concluding Remarks by Session Chair and Co-chair	11:00am-11:10am
Certificates Distribution	11:11am-11:20am
Tea Break	11:21am-11:45am
<p>Session-21 (Committee Room, IMCS) Theme: Digital Media Chair: Dr. Beenish Zaheen Assistant Professor, Emerson University, Multan, Pakistan Co-Chair: Mr. Sagheer Ali Khan Visiting Lecturer, University of Sargodha, Sargodha, Pakistan Moderator: Zobia Awais</p>	
<p>Tahira Fatima M.Phil Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: Framing of Palestine and Israel issue A comparative study of BBC and CNN.</i></p>	10:31am-10:40am

<p>Nashra Khan BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Deeba Shahwar Assistant Professor, Department of Mass Communication, The Women University, Multan, Pakistan <i>Topic: Role of Social Media in Creating Awareness Regarding Israel and Palestine Conflict: A Survey Analysis</i></p>	10:41am-10:50am
<p>Aqsa Sarfraz BS Scholar, Department of Mass Communication, The Women University, Multan, Pakistan</p> <p>Dr. Beenish Zaheen Assistant Professor, Department of Mass Communication, The Emerson University, Multan, Pakistan <i>Title: An Analysis of Different Advertising Techniques Used by Social Media Advertisements and their Impact on Purchase Intention of Customers: A Survey analysis</i></p>	10:51am-11:00am
<p>Concluding Remarks by Session Chair</p>	11:00am-11:10am
<p>Certificates Distribution</p>	11:11am-11:20am
<p>Tea Break</p>	11:30pm-12:00noon
Closing Ceremony	
Keynote Speeches	
<p>Dr. Norsiah Abdul Hameed Associate Professor, University Utara, Malaysia</p>	12:15pm–12:25pm
<p>Dr. Cynthia Carter School of Journalism, Media and Culture, Cardiff University, United Kingdom <i>Title: Journalism, Girls and Power</i></p>	12:26pm–12:30pm
<p>Dr. Uma Shanker Pandey Associate Professor and Head, Department of Journalism and Mass Communication, SurenDr. anath College for Women, University of Calcutta, Kolkata, India <i>Title: Navigating Realities: Epistemologies of Journalism in Contemporary Media Landscape</i></p>	12:31pm–12:40pm
<p>Professor Dr. Muhammad Khalid School of Creative Arts, University of Lahore, Pakistan</p>	12:41pm–12:45pm

<p>Professor Dr. Zahid Yousaf Chairman, Center for Media and Communication Studies, University of Gujrat, Gujrat, Pakistan <i>Title: Contemporary Global Trends in Mass Media Research: Prospects & Challenges</i></p>	12:46pm–12:50pm
<p>Professor Dr. Mujeeb Ur Rehman Abroo Chairman Department of Media and Communication Studies, Shah Abdul Latif university, Pakistan <i>Title: Media Literacy and Rural Sindh</i></p>	12:51pm–12:55pm
Media Speakers	
<p>Mr Mahar Aziz Resident Editor Daily “Ausaf” <i>Title: Role of editor in Gatekeeping of News Construction</i></p>	12:56pm –1:00pm
<p>Mr. Amjad Bukhari Head of Rohi TV, Multan, Pakistan <i>Title: Analysis of Business Model of Print Media in Pakistan</i></p>	1:01pm –01:05pm
<p>Mr. Sajjad Bukhari RE Daily “Khabrain”, Multan, Pakistan <i>Title: Analysis of Business Model of Print Media in Pakistan.</i></p>	1:06pm –1:10pm
<p>Dr. Amir Mehmood Bajwa Dean Social Sciences and Chairperson Department of Mass Communication, Lahore Garrison University, Lahore, Pakistan <i>Title: Contemporary Media Issues in Pakistan</i></p>	1:11pm –1:15pm
<p>Mr Khalid Chauhan Assistant Professor, Multan College of Arts, Bahauddin Zakariya University, Multan, Pakistan <i>Title: Media Tools for SDG regarding Healing Architecture Realm and Digital Biophilic Urban Spectrum.</i></p>	1:16pm –1:20pm
<p>Mr. Shafqat Abbas General Manager, Pakistan Television, Multan, Pakistan <i>Title: Role of PTV as a Custodian/Harbinger of the National Interest.</i></p>	1:21pm –1:25pm
<p>Mr. Riaz Maili Station Head, Radio Pakistan, Multan, Pakistan <i>Title: Role of Radio Pakistan in Rural Development</i></p>	1:26pm –1:30pm

<p>Mr Muhammad Jahangir Tareen Head Associated Press of Pakistan, Multan, Pakistan Title: <i>Role of APP in Building Soft Image of Pakistan in Digital Era</i></p>	<p>1:31pm – 1:35pm</p>
<p>Concluding Remarks</p>	
<p>Professor Dr. Yasemin Inceoglu London School of Economics, London, United Kingdom</p>	<p>1:36pm – 1:40pm</p>
<p>Professor Dr. James Kelly The Media School, Indiana University, Bloomington, United States of America</p>	<p>1:41pm – 1:50pm</p>

Vote of Thanks	
Professor Dr. Shahzad Ali Director, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan	1:51pm – 2:00pm
Shields Distribution	2:01pm – 2:10pm
Lunch	2:11pm – 3:00pm



1. Shift in Representation of Transgender in Pakistan Drama

Serials over Decades (1990-2020)

Muhammad Tahir Bakshi

M.Phil. Scholar, Institute of Media and Communication Studies,

Bahauddin Zakariya University Multan, Pakistan

Ali Ab-Ul-Hassan

Assistant Professor, School of Creative Arts, The University of Lahore, Pakistan

Abstract: This study investigates the gap between the media curriculum and the media industry. Curriculum plays an important role in providing quality education and preparing them for industry. The scholars figured out that the Pakistani media curriculum can cope with upcoming new media challenges. The main objectives of this research are as, (1) current media curriculum develop the specific skill set in young graduates from, a student perspective (2) is there any collaboration between industry and academia? The sample size is Lahore-based universities. A quantitative approach is used to collect and analyze the data. A survey was conducted with the help of close-ended questionnaires and gathered data from 400 respondents. A simple random sampling technique is used to conduct the Survey. The researcher concluded on behalf of the results that our media curriculum needs to be upgraded and new media practitioners play their role in designing the curriculum. Also, build a bridge between industry and academia so students can acquire new skill sets.

2. Examining the Impact of Social Media in Disseminating Public Awareness and Cultivating Ecologically Responsible Practices to Mitigate Smog in Pakistan

Zoha Zahid

Lecturer Media and Communication Studies, University of South Asia, Lahore, Pakistan

Dr. Anjum Zia

Professor, School of Media and Communication Studies, UMT, Lahore, Pakistan

Dr. Safa Ilyas Ahmed

Lecturer, University of South Asia, Lahore, Pakistan

Abstract: In Pakistan, the ecological balance is on the edge of uncertainty. Over the past decade, Pakistan has plentiful critical environmental challenges. This research paper focuses precisely on the issue of smog, as the condition of smog in Pakistan has attained alarming levels, jeopardizing people's health and influencing everyday life. Social media has come forth as a notable platform for

disseminating knowledge and serving as a crucial source of information for millions of people in Pakistan, its role in raising awareness about climate crises and smog cannot be overstated. In recent years, social media campaigns have been particularly focused on drawing attention to these critical matters. A couple of noteworthy campaigns include #CleartheAirPk, #BreatheEasyPakistan, #SmogFreePakistan, etc. This paper aims to evaluate the level of awareness among social media users concerning smog. Additionally, the paper aimed to uncover whether social media is fostering sustainable practices concerning smog. This paper relies on a quantitative approach. A Survey method was employed, targeting a sample of 300 university students. Purposive sampling was used to choose especially those individuals actively engaged with environmental hashtags on social media. The findings showed that social media can have a vital role in addressing smog and other climate-related concerns through carefully planning and executing environmental strategy strategies.

Keywords: Environmental Concerns, Smog Campaigns, Survey Method, Social Media, sustainable behavior

3. Digital Distraction in Short Form Content, A study of Short Videos and Reels Culture in Academic Focus among the Students

Aamir Rasheed

BS Scholar, Institute of Media and Communication Studies,
Bahauddin Zakariya University, Multan, Pakistan

Abstract: The rise of short-form video content on platforms like TikTok, Instagram Reels, and YouTube Shorts has led to growing concerns about digital distraction and its impact on student academic focus. This study aims to explore the relationship between the consumption of short videos/reels and the academic performance and well-being of university students. Using a survey-based approach, the research investigates students' motivations for engaging with short-form content, the frequency and duration of their usage, and the perceived effects on their attention spans, time management, and emotional states. The theoretical framework of Uses and Gratifications theory is applied to understand how students' needs and desires shape their media consumption habits. Preliminary findings suggest that short video platforms provide students with entertainment, information, social interaction, and escapism, leading to potential addiction and excessive use. This, in turn, may negatively impact academic focus, productivity, and overall well-being. The study also examines the impact of short-form content on students' learning outcomes and marks. By shedding light on the complex dynamics between digital distraction and academic performance, this research contributes to the broader discourse on the societal implications of the short video culture. The study's insights can inform educational practices, media literacy initiatives, and interventions aimed at

promoting healthy digital habits among students.

4. Developing a Research Agenda for Climate Change Communication and Public Opinion

Sanan Waheed Khan

Ph.D. Research Fellow, School of Communication University Putra Malaysia, Selangor, Malaysia

Zulhamri Abdullah

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Abstract: A wide variety of topics pertinent to communicating climate change and climate research to lay audiences or the public are covered in the literature on climate change communication. In doing so, it employs a range of diverse theoretical frameworks and viewpoints to address this specific difficulty. This article critically examines the conceptualization of communication in the body of scholarly literature on climate change communication. It concludes that the field of climate change communication is characterized by disparate and incompatible understandings of communication as a theoretical construct. At times, communication theory seems to have been reduced to an "ad hoc" toolbox from which ideas are chosen at random to provide research with a suitable context. Potential lessons from the area of communication theory are emphasized and examined in the context of conveying climate change, motivated by the paradigm shift within the field from transmission to interaction. The essay presents a meta-theoretical framework, based on the interaction paradigm, which views communication as a constitutive process of creating and reiterating shared meanings. A meta-theoretical conception of communication would provide a shared platform that promotes multi-perspective argumentation and debate of the role of climate change communication in society, as opposed to functioning in distinct ontological and epistemological viewpoints.

Keywords: Behavior, Public Opinion. Climate Change Communication

5. The Impact of Artificial Intelligence on Communication

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Abstract: This research explores how Artificial Intelligence (AI) is changing communication practices across industries. We explored how AI tools like chat bots and data analytics are making businesses work better and engaging customers more. We found that AI-powered chatbots are improving customer service by giving quick and personalized responses. But there are challenges too, like some people losing jobs to machines and concerns about privacy and fairness in AI decisions. We also explored how AI affects the way we share information and how people behave online. The study checked how much companies are using AI in their communication and what might happen in the future. We talked to 20-25 people who work in advertising agencies and looked at things made with AI, like ads. The research aimed to inform decision-making processes, optimize AI utilization, and navigate ethical complexities in AI adoption for communication. This study contributes to a deeper understanding of how AI is reshaping communication practices in the digital age, offering valuable insights for improved practices and ethical guidelines in the field.

Keywords: Artificial Intelligence (AI), Data Analytics, Ethical considerations.

6. Portrayal of Judiciary, Lawyers, and Journalists in Pakistani Media

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Abstract: It is very difficult to get justice in developing countries, as public of Pakistan is also facing many difficulties in obtaining justice. In this study the researchers investigated the causes of access to delayed justice in Pakistani court and how these cases reported in media. In this study the researchers also explored the multifaceted nature of their interaction, highlighting the significance of responsible reporting, transparency, and public trust in maintaining a robust justice system. The researchers utilized convenient sampling technique to gather the data from respondents (journalists & lawyers) with the help of questionnaire as data collection tool. Throughout the research, it became evident that the media plays a critical role in bridging the gap between the judiciary and the public. It serves as the conduit through which information about court proceedings, legal cases, and judgments reaches to citizens, thereby enhancing transparency and accountability in the justice system. Responsible reporting, guided by ethical principles, has the power to inform, educate, and empower the public with insights into the

complexities of the legal realm. However, the study also uncovered challenges in the portrayal of media and judiciary. Sensationalism, bias, and misinformation, whether unintended or intentional, can distort public perception and undermine confidence in the judiciary and concluded that media organizations must acknowledge their responsibility in upholding accuracy, impartiality, and fairness while covering legal matters. The judiciary, as an institution, can actively engage with the media to address concerns, provide clarifications, and dispel misconceptions. A transparent and constructive relationship between the two entities fosters a better understanding of each other's roles and functions, ultimately benefiting the public's access to justice. The findings of this study underscore the need for media literacy programs to empower citizens with critical thinking skills when consuming news. In conclusion, the relationship between media and the judiciary is a delicate balance between the freedom of the press and the fair administration of justice. To strengthen this relationship, media organizations and the judiciary must collaborate on guidelines for reporting high-profile cases, respecting the rights of victims and witnesses, and ensuring accurate and balanced coverage.

Keywords: Media, awareness, judiciary, justice, challenges, portrayal

7. Exploring the Impact of Pakistani Drama "Mere Pas Tum Ho" on Society

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Abstract: This study examines the significant influence of Pakistani Dramas on society, with a specific focus on the popular television Drama "Mere Pas Tum Ho." A quantitative analysis was conducted among students at Bahauddin Zakariya University to assess the Drama's impact. The social responsibility theory framed this investigation, which aimed to explore how media represents and shapes our cultural values and fulfills societal needs. The findings indicate an overwhelmingly positive impact of the Drama on the audience, with 95% of respondents agreeing that the Drama accurately portrays real-life stories and represents Pakistani culture. This research highlights the potential of Pakistani media to promote cultural values and social responsibility through Dramas, which can shape individuals' minds and attitudes and influence social practices.

8. Impact of Horror Movies on Teenagers

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Abstract: Movies are a great source of entertainment but the movie genre plays an amazing role in someone's cognitive needs. Different movie genres affect differently among audiences but teenagers are always been affected more easily rather than middle-aged people. Horror movies are the second largest influential genre to attract an audience and highly grossing in the film industry because these are highly demanded among teenagers. This study focuses on the impact of horror movies on teenagers regarding their mental, physical, and psychological effects, as it also affects the emotional state of teenagers most people have a lot of fear and phobias in their lives or any serious incident that happened in their life, so they relate these experiences while watching as it is in horror movies because horror movies also influence human mind easily. Horror movies also create many psychological disorders like sadness, loneliness, and insomnia and provoke stereotypical thinking too. Some had permanent effects of watching extreme horror while someone related them but for some time limit and with time they mostly ignored it. The main purpose of the study is to check the impact of horror especially among teenagers and with the comparison of Hollywood, Bollywood, and Lollywood horror movies. The research study is based on survey questionnaires from college/high school students, and by doing content analysis of some famous horror movies. The sample for this study is about 35 students who are supposed to watch horror movies more frequently. Teenagers love to watch horror but with endings like where evils and ghosts disappear completely, they also like thriller horror movies and it makes them more curious to watch horror again and again. Most studies show that horror movies' effects remain more than three months in anyone's mind and horror movies entertain teenagers but also harm their mental status and lifestyle. Some horror movies which do not happy endings cause more disturbance among the audience especially women as they like solved and happy endings as compared to men. This study also emphasized the forms of horror and fear with the analysis of famous horror movies.

**9. Portrayal of the Abolishment of Article 370 in Indian Occupied Jammu & Kashmir: A
Comparative Analysis of British and American Newspapers**

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Abstract: The rivalry between Pakistan and India is very old and stems from various factors. Both nations are trying to supersede each other in every field. This has started an armed race in the region in the name of balance of power. One of the major conflicts between both countries is Kashmir. After the Maharaja of Kashmir announced that Kashmir would join India despite its majority Muslim population the Indian Forces took over the area of Ladakh Valley, Jammu and Kashmir. After this Sheikh Abdullah lobbied for 2 articles to be added to the Indian Constitution Article 370 and 35 A. In August of 2019, the Indian Government abrogated these articles. This study aims to find the portrayal of the abrogation of articles in the British and American press. After the analysis of the data gathered from 4 newspapers in the country, it is determined that British and American media deemed the abrogation of Article 370 as a positive step by the Indian government. Media of both countries portrayed it is a positive step for the Kashmiris, ignoring the UN Resolutions on Kashmir and Kashmiris' struggle for freedom. Americans claim to be freedom of speech supporter but in this stance, American media was openly supporting the oppression of Kashmiris and their right to freedom of speech.

10. Examining the Usage of Artificial Intelligence, Digital Divide and its Influence on Political Activity and Education of Students of Pakistan

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Abstract: Digital Media platform have been grown up as a vital source for interacting among university students of Pakistan. Being active or passive users of digital media, university students gain less or more political interests. Concerns over inclusivity and accessibility of artificial intelligence and digital media have arisen because of this society and overall digitalization. In this research work, issues related to the prerequisites for interacting with social media platforms and usage of artificial intelligence have been examined, with special focus on political participation and education of university students. Through an analysis of data from a representative survey study (N=200) carried out in Islamabad, it has been investigated that how political participation and education of university students is affected by usage of artificial intelligence and digital divide, both offline and online. Social Cognitive Theory

(SCT) has been applied as a basis to investigate the scope and character of the artificial intelligence and digital divide in political participation and education. It is investigated that the ambiguity surrounding digital skills and the perceived obstacles in political activity and education are not correlated in the concerned periphery of artificial intelligence and digital media. However, the biggest mediation influences of political activity and education have been explored in the operational skills of university students. Research has indicated that the Internet enhances political engagement and academic achievement by providing access to political information and fostering political discourse and political identification. Research on the artificial intelligence and digital divide has revealed that not every university student obtains the same benefits since there is less or more internet access among university students related to their political engagement and educational interests.

Keywords: Digital Divide, Artificial Intelligence, Internet, Influence, Political Participation, Social Media, Education

11. Role of Media in Promoting Music; Exploring The Taste of Music Among Teenagers

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Abstract: This paper investigates the role of media in promoting music and music preferences among teens. Additionally, the researcher explores the motives and gratifications that teenagers experience when engaging with music. By employing quantitative research methodology, the researcher sought to investigate the diverse aspects of music's influence on teenagers from varying socioeconomic backgrounds, aged between 13 to 19 years. The survey method was used to gather data. This study effectively achieves seven primary objectives. The research paper aims to provide a complete examination of the varied musical preferences observed among teenagers belonging to different socioeconomic backgrounds. Additionally, the research examines the underlying motivations behind teenagers' engagement with music, revealing compelling observations regarding the stimuli that lead young individuals to engage with music. This study investigates the gratification obtained from individuals' chosen music, offering significant insights into the emotional and psychological dimensions of music. Moreover, it identifies the preferred channels utilized by teens, taking into consideration their social class, to access and consume music. This underscores the changing dynamics and importance of media in the distribution of music. The researcher employed the Uses and

Gratification theory in this study. The results highlight the substantial impact of media in facilitating the promotion of music, hence emphasizing its central role in shaping the music industry in Pakistan. Furthermore, this research delves into the role of music in facilitating teenagers' comprehension and admiration of various cultures. Finally, this study examines the potential of music in the process of language acquisition, demonstrating its ability to enhance language learning among teenagers. This study involves a sample of 301 teenagers from Multan. The results of this study provide insight into the variations in music tastes, motives, and gratifications among different social classes.

12. Role of Interpersonal Communication Channels and Mass Media in Calcium Awareness Campaign; A case study of Multan

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Abstract: This research explores the significant role that interpersonal communication channels and the media have in raising awareness about calcium through various initiatives. The objective of this study is to examine how various communication channels work together to increase public awareness and involvement about the significance of calcium consumption for overall well-being. This study examines the complex dynamics of calcium awareness campaigns in the specific setting of Multan City, with a particular emphasis on the involvement of female participants. This study aims to investigate the influence of interpersonal communication channels and mass media on individuals and awareness of calcium and its importance for health. Regarding this, convenience sampling will be employed, and a comprehensive survey of 39 questions will be administered. The researchers employed convenience sampling in method to choose a varied and inclusive sample of female participants residing in Multan City. The participants were administered a carefully constructed survey questionnaire that examined their level of awareness, sources of information, and the influence of interpersonal communication channels and mass media on their understanding on calcium. The research produces noteworthy findings that highlight the important role played by interpersonal communication channels, such as peer dialogues, healthcare experts, and community groups, in the dissemination of knowledge pertaining to calcium. Mass media platforms recognized as an essential instrument for effectively reaching a broader demographic. The research findings indicate significant variations in degrees of awareness among

female participants based on their age groups and educational backgrounds. The study's findings illustrate the importance of implementing customized communication methods that effectively target the various demographic groups within the female population. These observations can guide the development of calcium awareness campaigns that are more efficient and culturally attuned, hence leading to enhanced health outcomes.

13. Investigating the Barriers Confronting Journalists in Multan's Media Landscape

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Abstract: The inquiry revealed several significant concerns about journalists in Multan. The obstacles encompass financial constraints, restrictions on freedom of expression, instances of harassment and coercion, and legal impediments. The lack of enough resources poses a significant challenge. Journalists encounter challenges in conducting investigations and disseminating information on significant matters as a result of limitations imposed by technology and financial resources. The field of journalism in Multan is subject to the influence of censorship, media regulations, and governmental policies. This paper highlights the significance of media freedom and safeguards for journalists in promoting transparency, accountability, and democracy. This study emphasizes the imperative for governments to safeguard the independence of journalists against both intimidation and coercion. This Paper employs Qualitative In-depth Interviews to gauge Barriers to Media Reporting for Journalists in Multan. A sample of 15 extensively experienced Journalism's Bigwigs were interviewed.

14. The Power of his Pen and Personality: A Story of Respected and Fearless War Journalist

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Abstract: This study explores the life, career, and contribution of Rahimullah Yusufzai. He is a well-known Pakistani journalist and analyst on politics, social affairs, and national security. The researchers applied qualitative methodology, while interviews were conducted for data collection. Interviews were conducted with his family members, colleagues, employees, and interneers. Purposive Sampling was used for data collection by open-ended questions. His family member revealed that he belongs to the village Shamozaï of Tehsil Katlung, district Mardan, Khyber Pakhtunkhwa. He received his primary education in his hometown and moved to Peshawar, Jihlam, and Sindh for higher education. Rahim Ullah Yousafzai was the first journalist to cover the Taliban and visited Kandahar in 1995. He is one of the few experts on Afghanistan. In 1998, he also interviewed Osama bin Laden and Afghan Taliban leader Mullah Muhammad Umar. He is not only a journalist but also a social worker to find solutions to the problems of hundreds of poor people. He was a great and good leader who supported young and junior journalists in the area. In 2005, he received the Tamgha-e-Imtiaz (Medal of Excellence) from the Government of Pakistan for the first time. He also received the Sitara-i-Imtiaz Award (Star of Excellence) from the President of Pakistan in 2010.

Keywords: Life, Career, Services, Contributions, Rahim Ullah Yusufzai

15. Analyzing Media Discourse: Imran Khan and Post-No Confidence Motion Representation in Dawn and Jang Newspapers

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Abstract: This paper investigates the portrayal of Imran Khan, particularly in the aftermath of a no-confidence motion within two prominent Pakistani newspapers Dawn (English) and Jang (Urdu) a comprehensive examination of 249 editorials from Dawn and 99 from Jang spanning from April 2022 to April 2023 forms the basis of this study the primary objective is to discern whether

Jang offers greater coverage of the regime change issue specifically focusing on Imran Khan's portrayal post-no-confidence motion compared to Dawn additionally the research delves into the prevailing news agendas of both newspapers concerning coverage of Imran Khan the findings indicate substantial disparities in coverage between the two newspapers Dawn prioritizes editorial coverage on a diverse range of political topics including regime change economic challenges and electoral integrity with a notable emphasis on Imran Khan's perspectives regarding the economy. Conversely, Jang tends to concentrate more on highlighting perceived flaws and shortcomings of Imran Khan particularly amplifying negative portrayals post-no-confidence motion furthermore, the study reveals that Dawn accords greater significance to the agenda surrounding Imran Khan following the no-confidence vote compared to Jang this observation underscores the influential role of the press in shaping public opinion and directing the discourse surrounding Pakistani politics overall this research sheds light on the divergent editorial approaches of leading English and Urdu newspapers in Pakistan offering insights into how media coverage influences public perceptions and political narratives surrounding key figures like Imran Khan.

16. Role of Social Media in Raising Awareness and Mobilizing Support during Natural Disasters

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Abstract: When natural disaster strikes, Social media can gather information and disseminate verified information quickly. The present qualitative study explores the role of social media during natural disasters and risk management. The data was collected through quantitative research. The results suggest that the role of social media in disaster mitigation has been significant during the preparedness phase of natural disasters. Sometimes there is no management of early warnings and the results have not been approved.

17. The Role of Social Media in Providing Awareness about Social Issues to Eradicate the Present Solution

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Abstract: Social issues like robbery and theft are increasing day by day with the lack of unemployment and literacy. Today, social media has an impact on everyone these days, with young people being the most engaged on various social media sites even social media has many positive effects on us to provide solutions guidance, and awareness about the social issues of our surroundings. With the rise of digital connectivity, social media has emerged as a powerful tool for mobilizing communities and catalyzing change. By analyzing various strategies and campaigns employed across different platforms. This research aims to elucidate the effectiveness of social media in facilitating dialogue, promoting activism, and ultimately contributing to the resolution of contemporary societal challenges. Through a combination of qualitative and quantitative methodologies, this study seeks to provide insights into how social media can catalyze societal transformation, offering valuable implications for policymakers, activists, and organizations striving for positive social change.

18. Impact of Instagram Beauty Bloggers Post on the Fashion Sense and Makeup Styles Of Female Users: A Survey Analysis

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Abstract: As social media has evolved, more people have begun to use it, and more aspects of it have emerged as well. In the last year, social media bloggers have drawn a lot of attention. The purpose of this study is to examine how females are affected by Instagram beauty and makeup influencers. Specifically, the researcher wants to know how the influencers affect their followers. The study also discusses how women's fashion and makeup are changing and how this is negatively affecting women. The primary goals of this study are to look at the makeup and fashion decisions made by female users and to find out how beauty influencers affect these users. The survey approach was employed by the

researchers to gather data and make inferences. According to a research poll, the majority of women are influenced by Instagram beauty bloggers, and these influencers have a significant impact on their followers, changing preferences for makeup and fashion.

19. Analysis of FATA Issues through the Lenses of Media and Public Agenda

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Abstract: This study dives into FATA issues through media framing and public agenda-setting, with three goals in focus: analyzing media framing, analyzing the media's impact on public perception, and investigating the relationship between government policies, media discourse, and public agenda. It uses qualitative and quantitative approaches such as content analysis, and survey, to explore the media representation of FATA issues, the influence of media on public opinion, media discourse, and public comprehension. Finally, the research aims to increase awareness and provide insights for policymakers, the media, and civil society in tackling FATA concerns constructively.

20. Emoticons in Digital Communication: Exploring Their Multifaceted Impact on Contemporary Discourse

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Abstract: Emoticons have become indispensable in modern communication, revolutionizing how emotions and meanings are conveyed online. This comprehensive study delves deeply into the multifaceted impacts of emoticons on digital interactions, examining linguistic, social, psychological, and cultural dimensions. Through a diverse research approach encompassing literature review, quantitative analysis, qualitative exploration, and ethnographic research, the study provides a thorough understanding of emoticons' influence on contemporary communication practices. It evaluates the evolution of emoticons, their linguistic significance, cross-cultural variations in usage, and their effects on emotions and social interactions. Moreover, the research investigates the implications of emoticons on communication norms, etiquette, and relationships in digital environments, as well as the role of technology in shaping emoticon usage. By integrating insights from various research methods, this study offers valuable insights for individuals, organizations, and online platforms seeking to effectively integrate emoticons into digital discourse. Ultimately, it contributes significantly to academic discourse

on digital communication and provides practical guidance for enhancing online conversations.

21. Role of Digital Media in Engaging University Students of Sindh, Pakistan in Participatory Climate Change Communication

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Abstract: The role of young people is considered very important to combat climate change across the globe and the digital media has played a commendable part in engaging the young generation in climate change communication as well as motivating them for climate action. In this context, this article examines the role of digital media platforms in engaging the university students of Sindh province, Pakistan in online communication about climate change. The data for this article was collected through a cross-sectional survey conducted in six public sector universities of Sindh province from a sample of 600 students. A close-ended questionnaire was used as a research instrument for data collection and the data was analyzed with the help of SPSS software to address the research questions of the study. The results of the study indicate a positive role of digital media in engaging the university students of Sindh in online climate change communication. Additionally, the results indicate that formats of social media posts, videos, and climate change-related content supported by relevant images and research were effective in attracting the attention of university students. However, the participation of the students in climate change communication was limited to liking and sharing of the content; whereas, the trend of providing input in the form of comments was relatively low. Finally, the lack of skills to use of digital media and the lack of internet emerged as the major hurdles in online engagement of university students with climate change communication in Sindh, Pakistan.

22. Exploring the Impact Of Korean Dramason the Female Viewers of Multan

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Abstract: The influence of Korean Dramason the female viewers in Multan is a dynamic phenomenon. Korean Dramasattracts the audience from all over the world. K-Dramasreally catch the attention of female viewers in Multan. The audience gets emotionally connected with their captivating storyline because it makes them escape from reality. They're not just providing entertainment but also shaping the lifestyle choices of women. K-Dramashave sparked interest in the Korean Language, Fashion, and Cuisine. How Korean Dramasinfluence female viewers to get an education. Korean Dramasallow the female viewers of Multan to explore and appreciate diverse cultures. These Dramasserve as a means for women to take a break from their daily routines. The Researcher distributes the survey among female viewers and collect the data to find out Korean Dr. amas' impact on female viewers in Multan.

23. Portrayal of Women in Netflix Movie Greta; Content Analysis

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Abstract: Media has a great impact on the behavior of people. Film Dramas& amp; motion pictures are Considered a powerful medium of mass media. Social norms. and values are the most important ingredients of any society and every media works to project these values. Netflix is also promoting our social norms. and values, but at the same time they are affecting our moral Values & amp; violating ethical guidelines. The current research attempts to analyze the movie, Greta. Content Analysis was used for data collection with the help of Purposive sampling techniques. The findings of the research suggest that the Netflix movie Greta is Showing more unethical content & amp; violating ethical guidelines. The results prove that most of the Female characters are violating Ethical guidelines in the Netflix film Greta. In "Greta," the portrayal of women on Netflix is approached with attention to detail

and depth. The film presents female characters as multifaceted individuals with their unique personalities, backgrounds, and motivations. They are not reduced to mere stereotypes or one-dimensional roles. The film also addresses important themes related to women's experiences. It sheds light on issues such as gender inequality, societal pressures, and personal growth. Through the narrative, the female characters navigate these challenges, showcasing their resilience, strength, and agency. The dialogue and interactions in "Greta" contribute to the realistic portrayal of women. The conversations between the characters are meaningful and impactful, reflecting their intelligence, wit, and emotional depth. This allows the female characters to actively drive the story and make significant decisions that shape their own destinies. The visual storytelling techniques in "Greta" further enhance the portrayal of women. The cinematography, lighting, and framing are used to capture the emotions and presence of the female characters on screen. These visual elements create a powerful and immersive experience for the viewers, deepening their connection with the characters.

24. Portrayal of Women in Korean Dramas Feministic Perspective

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Abstract: Korean Dramas play a vital role in gender stereotypes and developing gender equality. This representation not only influences societal perceptions but also serves as inspiration for viewers.

The impact of these Dramas extends away from simple entertainment, empowering individuals to challenge established norms. and advocate for gender equality in their own lives. This research analyzes the portrayal of women in Korean Dramas from a feministic perspective. The study uses content analysis as the research method to examine the representation of female characters in terms of their roles, ethical values, and relationships. The depiction of women in Korean Dramas through a feminist lens reveals a consistent portrayal of strong and empowered female characters. These women resist traditional gender norms., challenging societal expectations with descriptions that highlight dominance and independence. By showcasing characters who pursue their aspirations, make independent choices, and emphasize themselves. The portrayal of women in these Dramas reflects a dynamic evolution over the years. Initially, female characters were often confined to traditional gender roles, portraying them as shy and submissive. However, contemporary K-Dramas showcase a more different and progressive

representation of women. Strong, independent female leads have become increasingly established, breaking away from conventional stereotypes.

25. The Impact of Turkish Drama on the Lifestyle of Youth

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Abstract: The aim of this study is to investigate the impact of Turkish Drama on the Lifestyles of youth. Drama plays an important role in the personality building of viewers. Because through the Drama persons are changing their living styles, and Dressing styles and also come to know about the values and norms of other nations. In this study, researchers want to know Turkish Drama's effects on the young generation of Pakistan. A simple random technique was used to select a sample of 53 students from different universities in the public and private sectors. The results indicate that Turkish Drama is promoting Western culture and making an effort to penetrate hybrid culture in Pakistan, but their effects on the country's youth are not particularly concerning. This may be because only one-third of the respondents watch television for more than an hour. Their fashion, cosmetics, and way of life are permeating our homes, but lack of education may be the cause as Pakistani students have little influence over them.

26. Exploring the Potential of AI “Chabot” to Empower Students in Academics with Smart Usage: The Proactive Role of Media

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Abstract: In an era where Artificial Intelligence revolutionizes various sectors, the symbiotic relationship between AI and media emerges as a catalyst for fostering awareness and empowering students in academic pursuits. The importance of Artificial Intelligence in promoting students' academic empowerment is commonly recognized in the contemporary era. However, the active role of media in increasing the awareness of AI capacities and potentials among students has hardly been explored, especially in the context of Pakistan's educational sector. The area this project inquires about is the intersection of AI, education, and media and their implications for the smart usage of AI tools and the promotion of student empowerment. The survey reveals classic in-depth interviews of 48 respondents of undergraduate students from eight departments at COMS.ATS University Attock Campus Islamabad, Pakistan. Lastly, with the exception that the majority of students have a background in different AI tools, most do not know the real-life applications. Further, we found that male students are more prone to lack of ethics or using AI irresponsibly than female students. Therefore, this research emphasizes the significance of media in enlightening students about ethics and the responsible use of AI to increase their academic empowerment.

Keywords: AI, Artificial Intelligence, Chatbot, ChatGPT, Education, Awareness, Smart Usage, Media, Empowerment, Ethical Usage.

27. A Study of Pakistan's Image in Indian News Channels Regarding Palestine and Israel

Conflict: Content Analysis

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Abstract: News channels play a vital role in informing people about current situations and issues of the world. News channels educate the viewers about what will happen in the world and who become a reason. The image of Pakistan in the Indian News channel mostly shows a negative image due to this it also affects the image of Pakistan in the world. The channel, in shaping and changing the image of Pakistan, in this regard, Indian News channel plays a key role in presenting Pakistan by using negative words or by framing the issues. In this research, researchers try to find out Pakistan's Image in Indian News Channels regarding the Palestine and Israel conflict. Researchers used the convenience sampling technique to select samples for data collection. Findings suggest that journalists of Arnab in the news talk shows present a negative image of Pakistan by using negative words against Pakistan. Also In the second table, we find that Indian analyst positively present their own country by using positive words. So In the Third table, we find that Pakistan analysts always defend their country when Indian analysts present Pakistan's involvement in the Palestine and Israel war. This study helps us know how much Indian News channel changes the image of Pakistan by using negative words. Meanwhile, the Indian News channel has shown that Pakistan is involved in the Palestine and Israel war because they support terrorists.

28. The Hash Tags Conflict War: The Role of Twitter to Support Palestinians on Palestine and Israel Issue

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Abstract: The Palestine and Israel conflict is considered to be one of the most significant and complex issues these days. In this politics, both methods formal like elections, and informal like protests and online discussions through social media apps are used. In the 21st century, social media has become more important than newspapers and television in portraying conflicts. Nowadays social media platforms. and the internet are the main communication tools and play a significant role as ways for people to express their views and opinions and raise awareness according to commentators and influences to argue on any topic to spread what's going on and share the true face and reality. Twitter made its debut in 2006 and by 2012; it had around 140 million active users worldwide. That's

why the researcher chose Twitter to analyze the content regarding this issue of the Palestine and Israel conflict. The main objective is to analyze the extent of support & public engagement for Palestinians regarding the Palestine and Israel conflict war on Twitter. The study investigates Social media data with 14 trending hashtags (#) on Twitter and 1 Top journalist of Palestine his 3 tweets of the last 3 Months; 3 Different Journalists of Israel their 3 Tweets of the last months. The Tweets of Pro-Palestinian and Pro-Israelis to analyze the content regarding this issue. The technique used in this research study is purposive Sampling. This is a qualitative research study to check the engagement of the public regarding this issue on pro-Palestinian and Pro-Israelis Tweets e.g. (Likes, Reach, Retweets, and Comments) to analyze between both countries who people are supporting the most all over the world through their engagement and reach on tweets. The results show that Twitter trends & Hashtags are used to engage the public all over the world through tweets in support of Palestinians regarding Palestine and the Israel conflict. It shows that people support the most Palestine we got to know by analyzing the top journalists' tweets of the last 3 Months of both countries their reach on tweets likes retweets; comments is more than the Israeli journalists and they also have more followers than the Israeli activist and reporters.

Keywords: Palestine, Israel, Pro Palestinian, Pro Israel, engagement, Tweets

29. Sociocultural Impact of Award Shows on Viewers: A Survey Study

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Abstract: The purpose of the research study “Sociocultural Impact of Award Shows on Viewers” is to examine whether Pakistan entertainment TV channels are promoting glamor among Pakistani women. The researcher designed questions and tried to investigate how award shows and fashion shows change Pakistani cultural values. Do award shows and fashion shows promote glamour in Pakistani society? Do award shows and fashion shows influence females in Pakistani Society? The researcher used a Likert scale design survey method to investigate the role of Media in the promotion of glamour. The sample was 75 students selected from the different Universities of Punjab. A purposive sampling technique was used to recruit the respondents. Theory of Cultivation was used as a theoretical framework in the present study. Researcher selects award shows of Pakistan for study. The results of the demographic

analysis show that most of the male/female respondents are students from different Universities of Punjab who belong to urban areas and watch award shows. The results show that most of the male/female respondents agree with the media promoting glamorous looks, makeup culture, and jeans and t-shirt culture in Pakistani society. It was also revealed that award shows and fashion shows promoted short dresses naked culture in our society, it was further found that entertainment media content provoked women to adopt the latest fashion trends, glamorous Dr. Essing, makeup styles, and dance culture in our daily lives.

Keywords: Pakistani female, Indian award shows, buying preference, influences, cultural Impact

30. The Role of Media Literacy in Shaping Public Opinion and Promoting Critical Thinking Regarding Economic Issues

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Abstract: This study looks at how well people understand economic news on social media and form opinions about economic issues based on their media literacy. The research explores whether media literacy helps social media users make better business decisions and prevents the spread of fake economic information. The study involves mostly young female participants. Results show that many trust social media for economic information, engage in economic discussions, and actively seek such information daily. Confidence in analyzing economic news varies. People see media literacy as crucial for understanding complex economic concepts. Future research could focus on how well media literacy programs work and how new technologies influence economic discussions on social media.

31. Analyzing the Influence of Social Media Platform Twitter on News Consumption and Spread of Information

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Abstract: The influence of Twitter on news consumption and information dissemination is a topic of significant interest. This study examines how Twitter impacts news consumption patterns, the spread of information, and the role of user-generated content. By analyzing user behavior, content virality, and the interplay between traditional news outlets and Twitter, researchers aim to understand the platform and its impact on shaping public discourse and shaping news narratives. The Abstract highlights the need for comprehensive research to navigate the complexities of this dynamic relationship.

32. Impact of Social Media Political Posts on Political Affiliation of Users from Business Community and Working Class (A Comparative Analysis)

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Abstract: Social media platforms have become influential sources of information and opinion for many people, especially during political campaigns and elections. However, the impact of social media political posts on the political affiliation of users from different socio-economic backgrounds is not well understood. This study aims to explore this issue by conducting a survey analysis of users from the business community and the working class in Pakistan. The survey collected data on the frequency, type, and source of political posts that users encountered on social media, as well as their political orientation, participation, and satisfaction. The results showed that social media political posts had a significant effect on the political affiliation of users from both groups but in different ways. Users from the business community were more likely to be influenced by posts from authoritative sources, such as political parties, leaders, and media outlets, while users from the working class were more likely to be influenced by posts from peers, friends, and family. Moreover, users from the business community were more likely to change their political affiliation in response to social media political posts, while users from the working class were more likely to reinforce their existing political affiliation. The study also

found that social media political posts increased the political participation and satisfaction of users from both groups but to a greater extent for users from the working class. The study concludes that social media political posts have a differential impact on the political affiliation of users from different socio-economic backgrounds, and suggests some implications for political communication and education.

33. Exploring the Impact of Digital Literacy on Political Participation: A Survey from Shaheed Benazir Bhutto University, NawaBShah, Pakistan during the 2024 General Elections

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Abstract: This study investigates the nexus between digital literacy and political participation within the specific context of the 2024 general elections in Pakistan held on the eighth of February 2024. Executed at Shaheed Benazir Bhutto University, Nawabshah, Sindh, this survey aims to unveil the influence of individuals' digital proficiency on their active involvement in the electoral process. Employing quantitative research methods, the study collected data from a diverse sample, analyzing the role of digital literacy as a predictor of political engagement. The results reveal a noteworthy correlation, indicating that heightened levels of digital literacy significantly enhance the likelihood of individuals participating in political activities. This underscores the pivotal role of technology in shaping and influencing democratic processes. The implications of these findings emphasize the necessity of cultivating digital literacy initiatives to empower citizens and elevate their engagement in forthcoming elections. As the digital landscape continues to evolve, fostering digital literacy becomes imperative for fostering a more inclusive and informed electorate.

Keywords: Digital Literacy, Political Communication, Digital Media, Political Awareness

34. Unraveling TikTok: Exploring Its Influence on Deviance and Crime in Pakistani Society

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Abstract: This research utilizes qualitative content analysis to understand the effects of the Social media platform TikTok usage on the social perspectives of crime and deviance in Pakistan along with the hypothesis of the Social Impact Theory and cultural criminology. The author uses actual circumstances, such as bullying, threats, exploitation, and others, via in-depth analysis of TikTok, to find that the platform strongly affects norms of the society and behavior of the individual human being. On the one hand, TikTok satisfies people's desire to express themselves and showcase their creativity. At the same, it also does not have limitations and it allows the spreading of harmful contents and behaviors, particularly among young and vulnerable population groups. Establishing a policy framework and an educational strategy aiming at responsible digital conduct and the protection of Pakistani communities from TikTok's impact serves as a spotlight to the urgent need. The research discussed in the context uncovers the multifaceted effects of TikTok in the process of socialization of crime and other deviant behaviors, a development which is also of interest to social scientists understanding the dynamics of modern social networks. Further to this, it supplies keen insights for coming studies that seek to tackle digital platform problems. to find solutions. Consequently, this research suggests trying cooperative schemes between the regulating authorities, educators, and technology companies to construct a secure and responsible digital world for all users in Pakistan.

Keywords: Social media, TikTok, Societal perception, Pakistan, Crime.

35. Leveraging Media for Child Welfare: A Holistic Approach to Combating Child Labor and Promoting Welfare Programs. in Haroonabad, Pakistan

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Abstract: Mass media being the driving force of today's digital and interactive world is of immense importance when it comes to raising awareness and creating social impact. The research study is aimed at uncovering the applicability of different media instruments including the old ones along with the digital in enlightening the local people on the programs. and initiatives to prevent child labor and child welfare in Haroonabad, Pakistan. Moreover, this research focuses on the integration of media advocacy with larger efforts aimed at child labor elimination and therefore defines how politicians can succeed in targeted campaigns and by using strategic messaging to raise public awareness and engagement with the already existing programs. and policies. Using collected data from surveys, governmental reports, and media analyses, this research paper gives a detailed description of the level of awareness available in consideration with parents and the owners and provides information on challenges in policy implementation and child labor in Haroonabad, Pakistan. It emphasizes media meaning as a bridge across information disparities, an amplifier of advocacy efforts, and a mobilization engine of communities to go against child labor. Using a multi-faceted approach, the paper concentrates on a comprehensive bevy of actions, like legislation, policy, and media advocacy, which can work together

toward the reduction of child labor. Medium as a force of moral regeneration can bring them together and guide them to altering the current state towards the creation of an improved and more encouraging climate for children in the town of Haroonabad, Pakistan, as an initiative to fulfill Sustainable Development Goals (SDGs) and children welfare as a spatial manifestation of sustainable development which incapacitates the tendency to escalate.

Keywords: Child Labor, Child welfare, Sustainable Development Goals, Media

36. Image of Israel/Palestine In Print Media during Palestine War: A Comparative Analysis of Editorial Published by Daily Dawn and the Nation

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Abstract: This study delves into the depiction of the Palestine- Israel conflict in print media, specifically through the studies of two prominent Pakistani journals, Daily Dawn and The Nation, during a recent phase of heightened pressures. Employing a relative analysis, the exploration examines the architecture, language, and tone used in the studies to uncover implicit impulses and variations in perspectives. The thing is to exfoliate light on how these leading journals in Pakistan contribute to shaping public opinion on the complex and sensitive geopolitical issue. The findings aim to give perceptivity into the part of media in impacting public converse and understanding the nuances of media representation during times of conflict.

37. Exploring The Influence of the Culture Portrayed by Netflix Adult Series on the Liberal Thoughts and Existing Culture Ideology of Pakistani Viewers (Survey Analysis)

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Abstract:

This research delves into the intricate relationship between the Netflix adult series and the cultural dynamics of Pakistani viewers. In a globalized digital era, where media transcends geographical boundaries, the study explores the influence of diverse cultural representations on the liberal thoughts and existing cultural ideology of Pakistani audiences. The research objectives include investigating the cultural portrayals on Netflix adult series, examining reception patterns among Pakistani viewers, analyzing the impact on liberal thoughts, and identifying shifts in cultural ideologies. Drawing from a rich literature base that underscores the cognitive effects of media exposure and the potential for media to act as a catalyst for cultural change, the study posits hypotheses that link increased exposure to diverse content with a broadening of liberal thoughts and anticipates shifts in societal attitudes. The findings aim to contribute nuanced insights into the evolving cultural landscape of Pakistan, where global and local influences converge in the realm of digital entertainment.

38. Representation of Women in Pakistani TV Advertisements (Feministic Perspective)

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Abstract: Many advertisements make use of women to effectively communicate their message to the customers. But while doing so, sometimes the advertisers project women in bad shape. The study was conducted by applying the technique of factor analysis to the collected data. In Pakistan nowadays many cosmetic product companies advertise their products as a need which eventually appeals to a vast majority of women. Many companies use different social applications for advertisements. The research reveals that women are affected by social media advertisements. However, women's representation in Pakistani advertisements has received little attention. Therefore, this research study was intended to explore the influence of the portrayal of perfect idealized images appearing in television advertisements.

39. The Contribution of Social Media in Promoting Vegan Lifestyles: Investigating the Health Impact of Non-Vegan Diets and their Correlation with BMI 1

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Abstract: This research delves into the burgeoning influence of social media platforms in promoting vegan lifestyles and their potential repercussions on health, with a particular emphasis on the correlation between non-vegan dietary patterns and Body Mass Index (BMI). The study employs a multifaceted approach, incorporating the analysis of social media trends among users, the knowledge about vegan diets in students, and the negative impacts of non-vegan dietary choices. Social media platforms have emerged as powerful tools for disseminating information and shaping public opinion. The proliferation of visually appealing content and compelling narratives on social media platforms can tend to educate people about healthy dietary habits. In addition to how social media can work for our health, epidemiological evidence suggests a positive association between the consumption of animal products and elevated BMI, as well as an increased risk of chronic diseases such as cardiovascular disease, type 2 diabetes, and certain cancers. By synthesizing findings from the studies, the research seeks to elaborate on the underlying adverse health effects of non-vegan diets and their impact on population health. Furthermore, the study investigates the role of social media in shaping dietary preferences, behaviors, and perceptions of health. By analyzing user-generated content, engagement metrics, and sentiment analysis, the research aims to identify key factors influencing the adoption of vegan lifestyles and the rejection of animal-based diets. Overall, this research contributes to a nuanced understanding of the interplay between social media, dietary habits, and health outcomes and is aimed at promoting healthier dietary choices and mitigating the burden of diet-related diseases in contemporary society. Keywords: Social media influence, Body Mass Index (BMI), Vegan lifestyles, Health implications, Non-vegan diets (meat-based diet).

40. Role of Social Media in Determining Dietary Preference of Fast Food Among Young Adults In Islamabad

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Abstract: This study explores the impact of social media on dietary preferences, mainly focusing on the attraction of fast food consumption among young adults. Dietary preferences are defined as an individual's tendency or inclination towards specific categories of food or dietary patterns over others. Understanding dietary preferences is important in developing personalized and holistic nutrition plans and interventions to promote healthier dietary patterns, prevent diet-related diseases, and improve overall health outcomes. It is affected by multiple factors, with social media and its impact on food-related choices being examined here. Of the many unhealthy trends followed by this factor, fast food consumption is one of the most common yet dangerous preferences. Awareness regarding related diseases stemming from fast food and the level of impact of advertisements is also discussed. University students (Young male and female adults) from Islamabad were selected through convenient sampling, a structured questionnaire used for data collection. The findings of the research supported the hypothesis that social media instills a preference for fast food among young adults. Demographic differences, e.g. gender, are also evaluated, and all trends are identified. This study sheds light on the significant influence of social media on nutritional behavior, specifically in promoting fast food consumption among young adults.

Keywords: Social media, nutritional behavior, dietary preference, online health promotion, lifestyle diseases, fast food outlets.

41. Media's Role in Promoting Health Awareness: Melatonin Regulation and Nutritional Strategies for Cancer Prevention among Online Entrepreneurs and Freelancers in Islamabad

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Abstract: This research investigates the peculiar linkage of online e-commerce and freelancing with media awareness, night job schedules, and health issues among Pakistani students. It pinpoints the problems that this class encounters because of their non-standard shifts taken due to the international market's needs, creating sleeping disorders and increasing the chance of contracting breast or prostate cancer due to lack of production of melatonin. By highlighting the integral role of melatonin in keeping circadian rhythm in check and thus preventing cancer, the research draws attention to the need for appropriate sleep duration and uniform bedtime rituals. Furthermore, it encourages people to feed themselves with a balanced diet that contains abundant antioxidants, vitamins, and minerals to reinforce the immune system and avoid cancer. These suggestions include having meals that carry fruits, vegetables, whole grains, lean protein, and healthy fats to sustain health, melatonin secretion, and immunity. However, it also tells that people are not fully aware of these nutritious foods' benefits for their hormone secretion and sleep-wake cycle regulation and there is a need to educate them through

social media platforms. The research also suggests using media platforms. To enhance the understanding of young adults who work in e-commerce and freelancing sectors regarding the need to observe proper sleep hygiene and healthy meals as cancer prevention strategies. It incorporates the implementation of targeted educational enlightenment programs and media campaigns that help Pakistani online entrepreneurs and freelancers safeguard their health while working in the fast-moving digital economy. A qualitative research method was used in this study and a simple random sampling technique was used to select institutions and a convenient sampling technique was used for the respondent's selection to get their views on media exposure in the planning of cancer prevention campaigns.

Keywords: Media Awareness, Melatonin Hormone, Cancer Prevention, Nutritional Strategies

42. The Role of Social Media in Providing Awareness and Guidance about Conjunctivitis Eye Virus

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Abstract: Social media has an impact on everyone these days, with young people being the most engaged on various social media sites like Facebook, Twitter, Instagram, and YouTube. This research investigates the role of social media platforms in disseminating information and providing guidance regarding the Connective Eye Virus (CEV). With the increasing prevalence of CEV globally, understanding the effectiveness of social media in raising awareness and offering support becomes crucial. The study employs a mixed-methods approach, combining quantitative analysis of social media engagement metrics with qualitative examination of user interactions and content. Through content analysis and sentiment analysis, the study aims to identify key themes, concerns, and precautions surrounding CEV on social media platforms. Additionally, the research assesses the impact of authoritative sources, community-driven initiatives, and user-generated content in shaping public perceptions and behaviors related to CEV prevention, detection, and treatment. Findings from this study contribute to our understanding of how social media can serve as a valuable tool in public health communication efforts during outbreaks of emerging infectious diseases such as CEV.

43. Psychological Effect of News Channels; An Analytical Study of University Teachers in Faisalabad

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Abstract: This study aimed to find out the relationship between news media exposure (in the form of Crime news and Breaking news) and psychological impact (insecurity, intolerance, and depression) among the public. The study aims to whether the news media is creating awareness among the public regarding certain issues or just causing fear, anxiety, insecurity, and desensitization among them. This study also tends to find out the relationship between the demographic variables of the respondents (gender, age, and education) and the level of anxiety, insecurity, and desensitization caused by news media exposure. This study was conducted in the light of inoculation Theory, Social Cognitive Theory, and Cultivation Theory. To answer the underlying question, the data was collected by using survey research. In this research in the case study of adults in the Government Universities of Faisalabad So 200 respondents were selected as sample by using the purposive sampling technique from four Government Universities of Faisalabad, i.e. Government College University of Faisalabad, Agriculture University of Faisalabad, National Textile University, and Women University of Faisalabad. These questionnaires have been analyzed by using the statistical package for social science (SPSS). The findings of this study suggest that more than half of the respondents don't feel anxiety after watching crime news and breaking news. Moreover, the majority of people feel sometimes "Insecurity" while watching Crime news and Breaking news. The hypothesis that the higher news media exposure in terms of Crime news and Breaking news causes a higher degree of desensitization is also not verified. The demographic variables of respondents like gender, age, and education also don't have any association with anxiety, insecurity, and desensitization caused by watching Crime news and Breaking news.

Keywords: media news bulletin Pakistan news media, insecurity, intolerance

44. Impact of BTS on the Psychological Health of Youth; Qualitative Study

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Abstract: This study aims to investigate how listening to BTS, a Korean pop music band, affects the psychological health of young people. The study focuses on how exposure to BTS music can help with psychological disorders such as stress, anxiety, sleep deprivation, and low self-esteem. The research will explore the factors in BTS music that young people feel a connection to. The study also aims to examine the cognitive process involved in listening to BTS music. The theory used for this study is the cultivation theory and cognitive theory. The population sample consists of 10 students, five from Bahauddin Zakariya University and five from private schools in Multan. Purposive sampling is used to draw the sample, and a qualitative in-depth interview is being conducted to gather data.

Keywords: BTS, Psychological Health, Psychological Disorders, Cognitive Process.

45. Challenges and Opportunities in Reporting SRHR Issues in Pakistani Media

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Abstract: Sexual and Reproductive Health Rights (SRHR) constitute fundamental human rights crucial for individual well-being and societal progress. In Pakistan, where cultural dynamics, societal norms and political landscapes are complex and evolving, the media plays a pivotal role in shaping public discourse and awareness surrounding SRHR issues. However, reporting on sensitive SRHR topics in Pakistani media faces multifaceted challenges rooted in cultural taboos, societal stigmas, and political sensitivities. Despite these obstacles, opportunities exist for journalists and media professionals to elevate reporting standards and foster a more enlightened dialogue on SRHR matters. This research explores the obstacles encountered by journalists and media professionals when addressing SRHR issues in Pakistan, while also scrutinizing potential avenues for enhancing reporting standards. Cultural taboos, societal stigmas, and political sensitivities emerge as significant challenges, hindering comprehensive and informative reporting on SRHR issues. However, capacity-building initiatives, collaborations between media and SRHR experts, and leveraging digital platforms present opportunities for transformative change. By embracing these opportunities, journalists can transcend barriers and contribute to a more informed and inclusive discourse on SRHR matters in Pakistan. Through a review of existing literature, this research provides insights into the complexities of SRHR reporting in Pakistani media, highlighting challenges and opportunities for improvement in this critical domain.

46. Impact of Crime-Based Television Shows on Youngsters: A Case Study of Multan

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Abstract: This study examined the impact of crime shows on young people. The study was conducted in Multan's educational institutions. The sample size for this study was 300 students, and data was acquired by the distribution of a questionnaire to girls and males aged 16 to 28. The survey employed a purposive sampling technique. The primary goals of this study were to look into the role of crime shows on promoting criminal ideas. To investigate the impact of crime programs. On young people's perceptions of the social world. To understand the impact of crime on those who engage in criminal activity. To learn about the psychological effects that crime has on students. To identify the function of socioeconomic factors that influence. After gathering data from respondents, SPSS will be used to evaluate it. According to the researcher, there is a positive correlation between viewing crime shows and having criminal ideas. Surprisingly, the investigation did not discover any significant association between crime programs and psychological impacts since crime shows had no psychological effects on young people. The findings did not support the basic premise. Following data research, it is assumed that crime shows did not persuade young people to engage in crime or criminal acts. Crime programs have an adverse effect on youth's perceptions of the social world. Socioeconomic factors influence Pakistani youth's criminal learning behavior. Low income levels, poor education quality, and domestic abuse all have an impact on young people's ability to study.

47. Perceived Commercial Influence upon the Journalists in Sindh Province, Pakistan

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Abstract: This study aimed to assess the impact of perceived commercial influence upon the surveyed journalists in Sindh province, Pakistan. A quantitative cross-sectional survey was conducted, and a

close-ended questionnaire was administered for data collection. A sample of 250 journalists from various sub-divisions of the Hyderabad Division was selected by employing a purposive sampling technique. Thus in the result, subject to demographic details, it was observed that the majority of the surveyed journalists were male, aged between 31-40 years, having sought a bachelor-level education, and being employed by Sindhi language print media news organizations with professional experience of up to 10 years. In addition, it was found that out of the total of four sources of commercial influence measured in this study, advertising was found on the top followed by economic considerations, public relations agencies, and business people in influencing the news workers' journalistic profession.

48. Role of Social Media in Political Affiliation and Participation in Political Activities among Students (A Survey Analysis)

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Abstract: This study examines the role of social media in shaping political affiliation and influencing participation in political activities among students. With the pervasive use of social media platforms, students have become increasingly engaged in political discourse, forming affiliations, and actively participating in various political activities. The research explores how social media platforms contribute to the formation of political opinions, the dissemination of information, and the mobilization of students for political involvement. By analyzing the correlation between social media usage and political engagement, the study aims to provide insights into the evolving dynamics of student involvement in political processes, shedding light on the implications for the democratic landscape.

49. Countering Violent Extremism (CVE): Identifying and Controlling Violent Content on Social Media

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Abstract: In recent years, the use of social media by young people has become increasingly common due to the instant availability of multiple platforms such as Facebook, WhatsApp, Myspace, Twitter, Instagram, YouTube, and more. These platforms offer young people an easy way to be entertained and to communicate with others. However, a downside of these social media outlets is that they often contain violent content that can impact young people in various negative ways. Social media has become an inseparable aspect of modern life. However, the abundance of violent materials on these platforms has become a significant worry for many parents. To safeguard their children from such content, parents must take an active role in monitoring their social media activity. This study seeks to examine the scale of social media usage and the level of exposure young people have to violent content while using social media. This further intends to explore how parents play a positive role in providing direction to their children while they use social media. This research is based on the mixed-method approach in which a closed-ended questionnaire was developed to inquire youth about their use of social media. Further, in-depth interviews with parents were conducted to dig out their opinions about social media use among the youth. It was revealed that parents monitor their children's usage of social media.

Keywords: Social media, Violent Content, Parents, Children

50. Hate Speech and Disinformation Tendencies in Populist Discourse: Evidence from Pakistan

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Abstract: Populism in Pakistan is growing through social media platforms, political parties, and religious organizations. Social media platforms, such as Facebook, Twitter, and YouTube are being used by various political parties and religious organizations to promote their agendas and gain support from citizens. This research examines the prevalence and types of hate speech and disinformation tendencies in the tweets of populist leaders in Pakistan. Using quantitative content analysis, a sample of 10 Twitter accounts of populist leaders was analyzed for the presence of hate speech and disinformation. The coding scheme was developed based on the definition of hate speech and disinformation in literature. The findings indicate the presence of a significant amount of hate speech and disinformation in the tweets of the selected populist leaders. The findings reveal a significant increase in the use of hate speech and disinformation by populist politicians, with negative

consequences for marginalized groups, political opponents, and democratic institutions. The study highlights the urgent need for critical media literacy education and stronger legal frameworks to counter the spread of hate speech and disinformation.

Keywords: Twitter, Hate Speech, Disinformation, Populism, Political Communication

51. Why People Use Instagram: A Case Study of University Students

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Abstract: This paper analyses why people use Instagram and which age group, and gender uses it most. Also to know whether there is more creation or consumption on Instagram. To answer these questions, I used a survey method of research and made a questionnaire. There were almost 20 questions in my questionnaire. The results of this study showed that people mostly use Instagram to connect with family and friends. Also showed that females use Instagram more than males and the age group that uses it most is from 18 to 20 years old. And most importantly, there is more creation on Instagram than consumption. Therefore, this study emphasizes the need to take into account further research on productive and unproductive usage of Instagram.

52. Soul Sisters: Exploring the Impact of Women-Centric Facebook Groups on the Social Lives of Married Women in Pakistan

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Abstract: In today's world, women often face various gender-based challenges and seek support and solidarity from like-minded individuals, especially other women. This research delves into the dynamics of women-centric Facebook groups and their impact on the social lives of married women in Pakistan. The study focuses on Soul Sisters, a prominent Facebook group in Pakistan, revealing key themes from interviews such as creating a safe space, fostering community, sharing health and wellness information, advocating for women's rights, providing support and advice, exchanging recommendations on beauty,

fashion, food, and travel, organizing events, and engaging in rights advocacy. Through this exploration, the research aims to contribute to a deeper understanding of how online communities like Soul Sisters contribute to the social well-being and empowerment of married women in Pakistan.

Keywords: Soul Sisters, Social Empowerment, Married Women, Gender Advocacy, Safe space

53. Impact of Social Media Fashion Posts on Individuals Self-Esteem, Confidence, Fashion Sense, and Body Image

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Abstract: The impact of social media fashion posts on individuals' self-esteem, confidence, fashion sense, and body image has become a subject of significant concern. With the pervasive influence of curated images and lifestyle portrayals on platforms like Instagram, users often find themselves comparing their appearances to idealized standards. This comparison can lead to heightened self-consciousness, diminished self-esteem, and a distorted perception of one's own body. Additionally, the constant exposure to fashion trends may contribute to a sense of inadequacy and pressure to conform, potentially affecting individuals' self-confidence and overall well-being. Understanding and mitigating these effects is crucial for fostering a healthier relationship between social media and personal identity. Social media has become a powerful platform for sharing fashion inspiration, trends, and personal style. On one hand, seeing these posts can be incredibly empowering. They can serve as a source of inspiration, helping individuals develop their unique fashion sense and boosting their confidence. It's amazing to see people express themselves through their outfits and showcase their style. However, it's important to acknowledge the potential downsides as well. Social media often presents a curated and idealized version of reality, where people showcase their best moments and highlight their most stylish outfits. This can create unrealistic expectations and lead to comparison, as individuals may feel the need to measure up to these standards of beauty and fashion. Constant exposure to these posts can sometimes negatively impact self-esteem. People may start questioning their own fashion choices and feel inadequate if they don't match up to the perceived standards of beauty and style. This can lead to a decrease in self-confidence and a negative body image. It's crucial to remember that everyone is unique and beautiful in their way. Fashion is subjective, and personal style should be a reflection of

one's individuality and preferences. It's important to embrace diversity and celebrate different body types, fashion choices, and styles.

54. The Strength of Social Media Through “TOP TRENDING” Towards Prevention of Crime by Law Enforcement Agencies

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Abstract: In the context of popular culture and consumer behavior, a trend is often characterized by a sudden surge in popularity or interest in a particular product, idea, or behavior. The objective of this research is to find out how effectively social media plays its role in the immediate and strict implementation of laws by law enforcement agencies and other governing and legislative bodies through trendsetting and how it can shape cultural norms. in profound ways. In this particular study, the researcher studied the recent incident of “Kite flying” in Faisalabad city, which became a top trend in Pakistan, and how it resulted in a change in the system and people’s views on this particular act, its awareness, and sanctions. In previous research, the author studied the previous cases that occur almost every year in Pakistan that usually go unnoticed until this incident which gained popularity through social media, and also the neglected attitude of people towards this topic through secondary data. Many crime-related incidents often become a trend in a specific area through social media platforms such as

Twitter, Facebook, Instagram, YouTube, WhatsApp, or TikTok. These trends prove to be useful to society as they can oblige the law enforcement agencies and other governing bodies specifically CM Punjab to take immediate actions and implement the previously made laws in a more effective way to prevent this crime than before. Such incidents occur almost every year during spring when “Basant Festivals” are being observed. Such incidents never got that much hype on media and in most cases went unnoticed until this time when through the power of social media this incident became a top trend which compelled the governing authorities to take strict actions against kite flying immediately to avoid more incidents and casualties.

Keywords: Crime, Social Media, Law Enforcement Agencies, Kite Flying, Trending Hashtags

55. Media’s Proactive Role in Legal Education and Spreading Awareness Towards Unintentional Law-Breaking Actions

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Abstract: This study assesses the role of media and its proactive stance on law consciousness in society to prevent unintentional law-breaking actions in selected populations. Employing conducting scheduled interviews with respondents from four different universities of Multan, the research analyses the students’ consciousness about unintentional crimes and also the possibility of media campaigns for

improving legal literacy. The research points out some of the unintended infractions like trespassing, traffic crimes, environmental violations, and intellectual property infringements and then evaluates the participants' level of awareness. The results indicate that different levels of legal conscientiousness among students are being shown, thus the need for media intervention that is targeted. The survey is just a further indication of the power of media to spread legal knowledge, influence perceptions, and promote an atmosphere of obedience to the law. Suggestions integrate the initiatives of media, educational institutions, and governmental policy-makers to plan and carry out effective programs. for fostering legal literacy and civic responsibility in Pakistan.

Keywords: Media, Legal Education, Unintentionally Law-breaking, Awareness

56. Impact of Social Media (Facebook or Twitter) on Student Academic Performance of University Students

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Abstract: The focus of the study is to determine the effect of the growing use of social media sites on the academic performance of the students of universities and colleges. On the basis of random sampling a sample of 75 students was collected. Questionnaire was used as an instrument for data collection. 100% questionnaire was filled by respondents online on which descriptive statistics apply for data analysis. Results indicate that the effect of social media can be positive as this study closely determined the real effect of social media sites. In recent times it has encouraged the carrier and future of students. The social media sites like Facebook and twitter, Capture the attention of students for study and affecting positively their academic grade points.

57. Exploring The Impact of TikTok Memes On Social Behavior Of Youth: A Survey Analysis

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Abstract: TikTok is a newly established social media platform with few boundaries and many new characteristics. TikTok memes have become a major player in the social media landscape, gaining

widespread popularity since its launch. The features of this application such as collaborating videos, duets, and memes have attracted and impressed billions of users all around the world and in Pakistan too. This research has observed how TikTok memes are affecting the behavior of youth. This review examines the effects of TikTok on various aspects of Youth lives and life, including academic performance, health, social interactions, and overall well-being. This research examines both positive and negative aspects of this social platform and the effects it has on the younger generation. This research recommends further research into the use of popular social media apps and further monitoring of the expansion of the popularity of the usages of social media.

Keywords: TikTok, behavior, social, memes

58. Various Forms. of Harming the Image of Islam: Critical Analysis of these and their Remedies

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Abstract: Media or communication channels themselves are neither good nor bad. Beyond that, today, the dissemination of good and evil is not visible through it. Beyond social media, today, the dissemination of good and evil is not visible. Today, evil is actively engaged in various forms of work against Islam with great intensity. We can address this in the present era by increasing awareness and knowledge about these issues, and by using them as a means to present the true face of Islam. Unlimited awareness about these matters is essential. It seems like this issue is the focal point of our conversation. Dissemination of Islam through media in the present era: limitations, forms, and recommendations. Various forms of harming the image of Islam: Critical analysis of these and their remedies.

59. Stereotypical Portrayal of DID in Pakistani Drama Zahe-e-Naseeb

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Abstract: This research paper examines the portrayal of Dissociative Identity Disorder (DID) in the Pakistani television Drama "Ishq Zahe Naseeb" and its implications for mental health representation in media. DID, a complex mental health condition characterized by the presence of two or more distinct personality states within an individual, is frequently sensationalized and misrepresented in popular media, perpetuating harmful stereotypes and misconceptions. Through a qualitative content analysis of selected episodes from "Ishq Zahe Naseeb," this study explores the character portrayals associated with DID. The analysis focuses on identifying recurring themes, character traits, and interactions related to DID, as well as assessing the accuracy, sensitivity, and potential impact of the Drama. Overall, this research contributes to a deeper understanding of the intersection between media, mental health, and cultural contexts, and underscores the importance of nuanced and responsible representations of mental illness in shaping public attitudes and perceptions. The theories used for this study are cultivation and Post-traumatic Theory. The sample is being selected through census from the population of 30 episodes. Qualitative Content analysis will be used to examine the portrayal.

60. Internet Addiction and Sleep Quality among Students: A Study of Public and Private Higher Education Institutions

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Abstract: The study was conducted to explore the effects of internet addiction on sleep quality among university students. The sample of this cross-sectional study was consisted of 100 students of different public and private universities and colleges of Multan city. The students of B.S and M.Phil. Level were studied in this study whose age range was 18-30 years. The Internet Addiction Test developed by Young (1998) and Pittsburgh Sleep Quality Questionnaire (PSQI) a self-report questionnaire developed by Buysse (1989) were used as research instruments to investigate the variables. All possible ethical considerations were taken in this study. The findings of this study revealed positive correlation between

internet addiction and poor sleep quality among students. There was also found that the students of public and private sectors have no significant difference on internet addiction and it was also found that there was no difference between the student of BS and M. Phil. classes on internet addiction. I was also revealed by findings that adult students have higher level of internet addiction as compared to adolescent students and the internet addiction have significant effect on sleep quality and students with high internet addiction showed daytime dysfunction, poor subjective sleep quality and use of sleep medications.

Keywords: Internet Addiction, Sleep Problems, Students, Sleep Quality

61. Exploring the Influence of Netflix on Cultural Acculturation: A Study among Students in Islamabad's Universities

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Abstract: This research investigates the functions played by digital media as exemplified by Netflix movies in bringing about and adapting the Pakistani students at COMS.ATS and Bahria University in Islamabad. Cultural exchange is accomplished via globalization which in turn serves as the gateway by digital platforms. for the development of cultural identities. We carried out an exploration using surveys and interviews to find out the way students are seeing cultural diffusion and the degree of the influence of Netflix on their cultural behavior and beliefs. The outcomes show that there is a substantial

connection between using Netflix and changes connected with cultural integration. To be precise people who took part in the survey explained that their cultural behavior and attitudes were altered by watching Netflix content. Students pointed out that they were all exposed to the many options on Netflix, be it Hollywood, Bollywood, Hollywood, and Turkish Dramas and series. Furthermore, it is observed that Netflix is seen by some students as a resource for education and as a source of cross-cultural interactions, which sometimes leads to a worry about the dilution of traditionally cultured values. The research adds to the knowledge base of how social media platforms act as platforms for cultural exchange, affect sociocultural acculturation in international contexts, and point out the importance of media literacy in coping with the challenges of globalization.

Keywords: Acculturation, Netflix, Globalization, Media Influence

62. Portrayal of Women in Pakistani DramaSerials: A Comparative Analysis of Hum TV and ARY Digital in Term of Ethical Guidelines: A Content Analysis

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Abstract: Media has a great impact on the behavior of people. Film Dramas are considered the greatest Impactful material. The present study has been conducted to investigate the role of media in accelerating the concept of women's Empowerment. The Researcher tries to analyze the Content of Dramas of hum TV and ARY digital. The researcher use the content analysis method for analyzing the content. He concluded that most of our Pakistani Dramas are about women's Rights. They are supporting women's basic rights. It is the comparative analysis of Hum TV and ARY so, it is found that both channels portray the content of women empowerment. In some categories of women empowerment, Hum TV has a high percentage while in some categories hum TV has a high percentage of results. So both channels are working to accelerate the concept of women's empowerment.

63. Role of Communication Channels in Cultivation Of Pseudoscience Beliefs in People's Life

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Abstract: This research investigates the significant influence of communication channels on the development and maintenance of pseudoscientific beliefs in individuals' lives. In recent years, there has been a growing focus on pseudoscientific perspectives, which are defined by the endorsement of assertions that lack verification or scientific support. This heightened emphasis is driven by concerns regarding the possible effects of such beliefs on individuals' overall welfare and their ability to make informed choices. To investigate the relationship between communication channels and the dissemination of pseudo-science, a thorough examination was conducted using descriptive and inferential statistical methods. The study encompassed the distribution of a survey consisting of 39 meticulously designed inquiries, encompassing a wide range of topics such as demographics, personal convictions, patterns of social media usage, and the importance assigned to different communication platforms. in everyday existence. Significantly, our study has uncovered unexpected dynamics about the correlation between formal education, scientific knowledge, and vulnerability to Pseudo-scientific views. The results of this study shed light on the complex mechanisms via which communication channels impact the formation and persistence of pseudoscientific beliefs. Through the exploration of the fundamental mechanisms. at play, the objective of this study is to enhance scholarly comprehension of the phenomena, hence facilitating the development of tactics to mitigate the potentially adverse impacts of pseudoscientific ideas on people and society at large.

64. The Role of Social Media in Shaping Public Opinion and Political Discourse; A Survey

Analysis

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Abstract: Social media has become a powerful force in shaping public opinion and political discourse. In this digital age, platforms like Facebook, Twitter, and Instagram have transformed the way we consume and engage with information. This study aims. to explore the mechanisms through which

social media influences public opinion formation and political discussions. One of the key aspects to consider is the way information spreads on social media. With the click of a button, news articles, videos, and opinions can reach millions of people in seconds. Another important factor to examine is the presence of biases on social media. Misinformation on social media is a big problem. False info can quickly go viral, leading to people forming wrong opinions and losing trust in traditional news sources. It's super important to understand how misinformation spreads and find ways to fight it. Your study will help us understand how social media shapes public opinion and political discourse. It shows us the need for media literacy and critical thinking in dealing with the huge amount of information online. Ultimately, our research aims to make people more informed and engaged, creating better conversations in the digital age.

65. Exploring The Role Of Media Against Drug Addiction Empowering Youth - an Implication for Policymakers

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Abstract: In the increasingly digitally interconnected world, people are constantly influenced by various media, which significantly impacts their perceptions and behavior. In addition to that, one of the core functions of media beyond entertainment and information is to highlight and address societal issues. Amid a variety of such problems, youth Drug addiction is particularly pressing due to its multidimensional nature. Thus, media plays a crucial role in this process and forms an essential aspect of

policymaking. Given the frequency of the problem of Drug addiction among the younger population, such as in Multan, Pakistan, media is a critical tool. Media platforms such as television, radio, print media, and digital media, can be used to influence the existing public bias, create an open space against Drug use, and inform the youth of the dangers involved. Despite the promise of media campaigns to initiate conversation and mobilize communities against Drug addiction, some challenges need to be addressed. Media content demonizes drug use through academic reports and some of the stigmatization of addicts prohibits effective intervention methods. For example, policymakers' pivotal role in promoting the use of media to combat youth Drug addiction cannot be realized without a culture of informed knowledge. Indeed, policymakers need to fund research, collaborate with media outlets, and develop tailored digital campaigns to demonstrate a culture of awareness. Using the insights gathered from the qualitative data collected in Multan, Pakistan, this research intends to explore the role of media in implementing measures to reduce the number of youths addicted to Drugs. Through measuring perceptions, beliefs, and actions associated with media portrayal of Drug addicts. Finally, with combined efforts and critical policymaking, the youth can be entrusted to resilient and stigma-free Drugs addicted cultures.

Keywords: media influence, Drug abuse, rehabilitation centers, social media

66. Exploring the Role of Social Media in Shaping Public Perceptions of Criminal Behavior

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Abstract: This research explores the pervasive role of social media in shaping public perceptions of criminal behavior. Using agenda-setting theory, mediatization theory, social identity theory, and networks individualism, the study investigates the democratization of the creation and distribution of information facilitated by social media, its impact on the structure of information distribution, and its effects on the creation of community. A qualitative study of 48 people from multiple social media platforms were conducted to study their perceptions of social media's contribution to criminal behavior awareness. The Findings revealed an overwhelmingly positive effect, although the problems associated with fake news and echo chambers were also identified. This study ends with suggestions to enhance social media enlightenment via cohesiveness, learning, community involvement, and personalized content while linking the power of online platforms to fight social issues.

Keywords: social media, public perception, criminal behavior, community engagement

67. Unveiling the Nexus: Islam, Media, and Societal Constructs in Pakistan

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Abstract: Islam is a religion that always emphasizes the vitality of mass media. This research paper delves into the intricate interplay between Islam, media, and the socio-political landscape of Pakistan. Drawing upon a multidisciplinary approach, the study investigates how the media in Pakistan represents Islam, and how these representations shape public perceptions, attitudes, and behaviors within the context of a predominantly Muslim society. By analyzing a wide range of media sources, the paper examines the portrayal of Islam in various forms such as news reporting, entertainment, religious programming, and political discourse. It explores the extent to which these representations align with religious teachings, cultural norms, and national identity, and the implications they have on the construction of religious, social, and political identities in Pakistan. Furthermore, the research delves into the role of media in shaping public opinion and policy-making processes concerning Islamic issues, including religious extremism, sectarianism, gender roles, and minority rights. It also investigates the impact of globalization, technological advancements, and transnational media flows on the dissemination of Islamic narratives and ideologies in Pakistan. Through a combination of qualitative and quantitative methodologies, this paper aims to provide a comprehensive understanding of the complex dynamics between Islam, media, and society in Pakistan. By shedding light on the power

dynamics inherent in media representations of Islam, the research seeks to contribute to scholarly discussions on religion, media, and cultural identity, while also offering insights for policymakers, media practitioners, and civil society actors striving for a more nuanced and inclusive portrayal of Islam in the Pakistani media landscape.

Keywords: Islam, Media, Mass Communication, Message, Portrayal, Social values, Ethics and Norms, and globalization

68. Constructive and Destructive Role of Media in the Context of Islamic Teaching

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Abstract: In the present age, where man has proved the versatility of abilities in many spheres of life, the means of communication has become the widely discussed subject of 21st-century progressive man. It could be said, that this is the profession where man is projecting his skills of generous nature and Excellency of the perception of the situation. The use of communicative sources either on a national or international level, has both constructive and destructive impacts. The individual or a nation who utilizes these sources for personal as well as collective welfare is blessed while the negative use of these sources for destructive purposes is against the collective benefit of a nation or state. There are two well-known types of communication are present at this time in the form of print media and electronic media. The other communication sources that are used on national levels are termed National Media. The international media is used to cover issues on an international level beyond the boundaries of own country. All three types of communication sources which are used on regional, national, and international levels are undoubtedly used for both constructive and destructive purposes. This modernism in communication sources has opened new aspects in the promulgation and preservation of Islamic thoughts as well. In this study, the constructive and destructive aspects of media will be presented in the context of Islamic teachings.

Keywords: Media, Communication, Constructive, Destructive, Islamic

69. Unraveling the Influence of Paranormal Investigation Shows on Religious Beliefs about the Existence of Jinnat

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Abstract: Beliefs that challenge scientific explanation are commonly referred to paranormal beliefs. There are numerous international broadcasting programs. Devoted to explaining paranormal occurrences. In Pakistan, the paranormal genre gained popularity following the airing of the program “Wo Kya Hay?” on Express News channel. Paranormal Investigation Shows typically feature paranormal investigators visiting haunted and abandoned locations in Pakistan, utilizing specialized equipment in their hunt to gather evidence of ghosts. Paranormal beliefs are associated with religion, and the media holds enough power to have an impact on these beliefs. Focused shows often promote beliefs such as capturing Jinnat on camera, using scientific tools to detect their presence, and highlighting the existence of haunted places and the potential harm they may cause. Ghost hunters featured in these paranormal investigation shows frequently claim to have heard Jinnat calling their names or the voices of animals. Additionally, the sudden closing of cameras and torch lights, commonly observed in these targeted shows, is often portrayed as evidence of Jinnat being able to manipulate lights. Owing to high viewership of paranormal investigation shows, there is a possibility that they may influence religious paranormal beliefs. To delve deeper into this topic, the researcher gathered data from 630 participants by conducting survey. This sample size was deemed adequate for the study. Study revealed a strong correlation between targeted shows and the influence they have on religious paranormal beliefs. For instance viewers starting believe that communication is Jinnat is possible. Additionally these shows, with their regular occurrence of paranormal happenings in each episode, seem to contribute to the development of superstitious thinking, particularly among young viewers. However, it’s important to note that superstitious thinking is not supported by the religion of Islam. According to the study, young individuals who regularly watch these targeted programs. Often claim to have experienced paranormal events in the past or have fallen victim to practices like black magic. This suggests a potential link between their exposure to paranormal content and Superstitious thinking.

Keywords: Paranormal Investigation shows, Islam, Jinnat, Survey, Religious Paranormal Believes

70. Framing of Palestine and Israel issue A comparative study of BBC and CNN

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Abstract: A major cause of concern and instability globally has been the conflict between Israel and the Palestinians. According to news attention data from the Democracy Centre, the Israeli-Palestinian crisis was named as one of the most followed global news events not directly touching UAS in its 16-year history in 2002. Foreign news organizations are regularly under fire for preferring one side over the other due to the great interest that foreign powers show in disagreement (Shahzad et al.,2023). The results of earlier studies on American media coverage of the Israeli-Palestinian conflict have generated debate. According to findings almost 80% of CNN reports, reporters missed using phrases like; occupied & occupation (Shunnar,2021). The study examines how the main international broadcast media frame the Israeli-Palestinian conflict. CNN, and BBC, were chosen for this purpose. With the help of content analysis, the study investigated biases and theme frames using Framing as theoretical work. The study was conducted between Oct 2023 and Jan 2024. The 05 news stories about the conflict from each of the News Channels were chosen for data analysis through the use of systematic sampling. While CNN provided more pro-Israel coverage, BBC focused more on the pro-Palestine narrative. While CNN covered the conflict frame more, BBC focused more on the human-interest frame.

Keywords: Palestine, Israel, Pro Palestinian, Pro Israel, conflict, BBC, CNN, Media coverage

71. Role of Social Media in Creating Awareness Regarding Israel and Palestine Conflict: A Survey Analysis

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Abstract: This survey-based study looks into how social media shapes people’s perceptions and understanding of the Israel-Palestine conflict. The study uses a thorough survey approach to examine the opinions, attitudes, and levels of knowledge of people who have been exposed to conflict-related content on different social media platforms.. The research attempts to determine the influence of social media on public knowledge, perspectives, and participation in the long-standing and complicated geopolitical topic by gathering and examining responses from a varied sample. The survey asks questions about how often people use social media, what kind of content they see, and how it makes them feel. The researchers also want to know if social media narratives influence how people see the conflict, considering things like bias and false information. By analyzing the data, they hope to find patterns in public opinions and awareness levels to see if social media helps people understand the conflict or makes them more divided.

72. An Analysis of Different Advertising Techniques Used by Social Media Advertisements and their Impact on Purchase Intention of Customers: A Survey analysis

Aqsa Sarfraz

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The Women University, Multan, Pakistan

Dr. Beenish Zaheen

Assistant Professor, Department of Mass Communication,
The Emerson University, Multan, Pakistan

Abstract: The researcher is thoroughly examining different advertising techniques used in social media ads and how they impact customers’ intentions to make a purchase. They are specifically looking at platforms. Like Facebook, Instagram, and Twitter, and how their unique features and user demographics influence consumer behavior. By testing hypotheses and considering factors such as ad content relevance, engagement levels, social proof, and personalization, the researcher is gaining a deeper understanding of how social media platforms. Influence consumer decision-making. They also highlight the importance of future research and acknowledge any limitations. Overall, this research provides valuable insights for scholars, marketers, and practitioners in the ever-changing world of social media advertising.

73. Navigating Realities: Epistemologies of Journalism in Contemporary Media Landscape

Dr. Uma Shanker Pandey

Associate Professor and Head, Department of Journalism and Mass Communication,
Suren Dranath College for Women, University of Calcutta, Kolkata, India

Abstract: This paper delves into the diverse epistemological underpinnings of journalism within the context of contemporary media ecosystem. With the advent of digital platforms, and the resultant shift in news consumption behaviors, traditional notions of objectivity, truth, and reality in journalism are being reevaluated. The study explores how foundational theories in epistemology—such as positivism, constructivism, and critical realism—shape journalistic practice and public discourse. It argues that a multifaceted approach to understanding knowledge creation in journalism not only highlights the dynamic interplay between fact and interpretation but also underscores the ethical imperatives inherent in journalistic endeavor. Utilizing case studies and theoretical analysis, the paper outlines how epistemological frameworks influence reporting styles, newsroom practices, and ultimately, audience perceptions. This exploration is critical in the era of 'post-truth', where the boundary between fact and fabricated content becomes increasingly blurred, urging a renaissance in epistemological clarity. The findings aim to contribute to the broader discourse on media literacy and the role of journalism in shaping informed publics, providing insights for academics, practitioners, and policymakers navigating the complexities of modern media environments.

Keywords: Journalism Epistemology, Media Ethics, Constructivism, Critical Realism, Digital Journalism, Post-truth Politics, News Consumption

74. Contemporary Global Trends in Mass Media Research: Prospects & Challenges

Professor Dr. Yasemin Inceoglu

Visiting Professor, London School of Economics, London, United Kingdom

Keynote: My presentation provides a detailed examination of populism and its relationship with the media. It discusses how populism often divides society into the people and corrupt elites emphasizing the role of the people and promoting homogenization. Populist leaders use strategies such as praising the people, demonizing elites, and creating a sense of closeness with the people to gain support. It also explores how populism affects the media, including issues such as media ownership, propaganda, and the impact of social media. It highlights the challenges of regulating hate speech online and the role of alternative media in promoting plurality and accountability. Overall, it presents a complex view of populism and its influence on politics, society, and the media.

75. The State of Media Freedom in Pakistan: Implications on Democratization

Mustansar Siam

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Government College University, Lahore, Pakistan

Mahrukh Ashraf

University of Punjab, Lahore, Pakistan

Abstract: The state of media freedom in Pakistan has been a subject of concern as it is not only a hurdle in the creation of a diverse and vibrant media landscape but also eroding the democratic ethos in the country. Various reports highlight challenges that have been faced by journalists in Pakistan, such as attacks, censorship, and intimidation. These restrictions on media freedom have dire implications for the democratization process in Pakistan. The democratic evolution and growth of Pakistan have been severely affected owing to the restrictions on the media, a fourth pillar of democracy. This paper examines the state of media freedom in Pakistan with its inference to the democratization process of Pakistan. Using qualitative research methodology, including interviews with academics and civil society activists, as well as a review of relevant literature and media reports, the paper provides an in-depth analysis of the state of media freedom in Pakistan and its implications on the democratization process. This paper argues that a free and independent media plays a crucial role in holding the government accountable, ensuring transparency, and facilitating public discourse, which are the prominent determinants of democracy in any state. Moreover, media generates diverse viewpoints and strengthens the ability of citizens to make informed decisions which ensures the smooth functioning of democracy. But, in Pakistan owing to the restrictions on the freedom of media, the growth and smooth functioning of democracy is being compromised. As Pakistan ranks at the fifth number in the list of 15 countries where 80 percent of the journalists are usually killed. Apart from it, from 2002 to 2023 approximately 95 journalists are killed in Pakistan. With comparison with India and Afghanistan, India ranks at 8/15 with 58 murders and Afghanistan at 6/15 with 81 murders during the same period. In apprehension, democracy reflects through proper political participation, protection of human rights and freedom of speech. These factors play a crucial role in shaping the quality of democracy in a country, reflecting the extent to which democratic principles are upheld and practiced. Media by assessing these variables can gauge the strength and resilience of a democratic system and identify areas for improvement to promote democratic governance and protect democratic values. According to the recently released data of annual World Press Freedom Index, Pakistan ranks at 150 out of 180 countries, whereas it stood at 157 in the previous years' index, which is an alarming state of freedom of media for Pakistan and its developing democracy. The paper concludes that the dire state of media

freedom in Pakistan has been eroding democratic ethos in the country which are also effecting the human rights and human development process in the country. This situation ensures that the safeguarding of media freedom is essential for strengthening democracy in Pakistan and fostering a more open and inclusive society. Efforts should be made to protect journalists, promote press freedom, and create an enabling environment for a diverse and vibrant media landscape in the country.

76. Role of Media Curriculum in the Practical Field: Opportunities and Challenges

Mujtaba Hussian

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School of Communication Studies, Lahore, Pakistan

Sayam Ahmed

BS. Scholar University of the Punjab,
School of Communication Studies, Lahore, Pakistan

Maryam Bint-e-Saima

BS Scholar, University of the Punjab,
School of Communication Studies, Lahore, Pakistan

Abstract: This study investigates the gap between the media curriculum and the media industry. Curriculum plays an important role in providing quality education and preparing them for industry. The scholars figured out that the Pakistani media curriculum can cope with upcoming new media challenges. The main objectives of this research are as, (1) current media curriculum develop the specific skill set in young graduates from, a student perspective (2) is there any collaboration between industry and academia? The sample size is Lahore-based universities. A quantitative approach is used to collect and analyze the data. A survey was conducted with the help of close-ended questionnaires and gathered data from 400 respondents. A simple random sampling technique is used to conduct the Survey. The researcher concluded on behalf of the results that our media curriculum needs to be upgraded and new media practitioners play their role in designing the curriculum. Also, build a bridge between industry and academia so that students can build new skill sets.

Keywords: media curriculum, industry gap, new media trends, skillset, media students

77. Impacts of Social Media on Political Behavior

Anna Ejaz

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Abstract: This study aims. to explore the effects of social media on political behavior of the general public. The study focuses on how social media influences public behavior in politics. This study investigates how the political behavior of the public is changing with the influence of social media platforms. The theory used for this study is cultivation theory and agenda-setting theory. For this study, we have a sample of 50 students from BZU University. Purposive sampling and a survey method is used to gather data.

78. Comparative Analysis of Editorials on the Israel-Palestine Conflict Across Leading News WeBSites in The New York Times, Hindustan Times, Global Times, and The Daily Dawn

Syed Ali Akbar Gardezi

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Abstract: In March 2024, the Israel-Palestine conflict witnessed its highest death toll and casualties, alongside significant land damage. As global attention remained focused, news outlets worldwide extensively covered the war. This research study aims to provide a comparative analysis of media coverage of the Israel-Palestine conflict in four major newspapers- The New York Times, Hindustan Times, Global Times and The Daily Dawn. The ongoing conflict between Israel and Palestine has been a highly contentious issue for decades, and it is important to understand how different media outlets portray and frame the Conflict to their audiences. This study aims. to examine the framing strategies of the Israel-Palestine conflict in selected newspapers, identify dominant narratives and perspectives in their editorials, and highlight similarities and differences attributed to political, economic, or social factors.

79. Role of Social Media in Promoting Political Awareness and Civic Participation of Youth

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Prof. Dr. Savera Shami

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Zoha Zahid

Lecturer Media Studies,
University of South Asia, Lahore, Pakistan

Abstract: With the help of social media, connectivity has increased to unprecedented levels, encompassing every domain of our lives, and has rightfully earned a critical role in the life of all individuals of the 21st century. Over time, it has been observed that social media has evolved to become a popular medium for political actors and people interested in politics, acting as both a platform for political discourse and as a reasonable method to gain political information regarding various happenings (Bronstein & Aharony, 2015) . The primary objective of this research is to investigate the impact of social media on political awareness and civic participation of youth in Pakistan. The study will also tend to explore any potential relationship between civic participation and political awareness hence, assisting in understanding why is youth engaging into the political activities through social media. It will also explore the impact of demographics in relation of the engagement of youth into political activities. The theoretical framework of the study will be the social cognitive theory that strives to ascertain the dynamic and gradual development of the human mind and perceptions through consistent interactions and feedback from his environment and surroundings. This will be quantitative study. The survey will be conducted to answer the research questions. The population will be the youth of Lahore and sample of 250 respondents from all demographics using social media will be drawn using simple random sampling. After results will be accumulated, a comprehensive statistical analysis will be carried out and it will be observed if there is a significant amount of the youth exhibited political awareness, hence suggesting a direct relationship with social media usage and consumption with political awareness and civic participation.

Keywords: Social media usage, political awareness, civic participation, influence on political awareness, Youth, social cognitive theory, political actors.

80. A Comparative Analysis of the Representation of Pak-China Relations in Daily Dawn and Daily Jang Newspapers

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Bahauddin Zakariya University, Multan, Pakistan

Abstract: This study delves into the portrayal of Pak-China relations within the mainstream newspapers of Pakistan, specifically focusing on Daily Dawn and Daily Jang. The research is anchored in the theoretical frameworks of framing and Agenda Setting, employing quantitative content analysis to scrutinize the data. The sample for the study comprises all news stories published in Daily Dawn and Daily Jang from July 1, 2018, to June 30, 2020. The findings reveal that a total of 222 news stories concerning Pak-China relations

were documented across both newspapers, with Daily Dawn featuring 105 news stories and Daily Jang featuring 117 news stories on the subject. Both newspapers predominantly framed Pak-China relations in a positive light. Notably, the China-Pakistan Economic Corridor (CPEC) garnered significant attention, with Daily Dawn giving it more prominence than Daily Jang. In Daily Dawn, CPEC-related news stories constituted 31% of the total, while in Daily Jang, they comprised 15%. Moreover, both newspapers portrayed CPEC positively, with minimal disparity observed in their portrayal of the project. This analysis holds significance in deciphering the potential future implications of Pak-China relations. By shedding light on the media portrayal of these relations, the study provides valuable insights for understanding the dynamics and trajectories of this crucial bilateral relationship.

81. News Treatment of Terrorism and Political Instability as Social Issues and Shaping the Public Opinion through Agenda-Setting and Framing by Press in Pakistan

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Abstract: Media covers all the issues of society and shapes public opinion. The main tenacity of this study was to explore the news treatment of terrorism and political instability as social issues and shape public opinion through the agenda-setting function and framing by the press in Pakistan. The objectives of the study were (a) To analyze the news treatment and framing of both social issues terrorism and political instability by the two dailies i.e. Jang and Dawn. (b) To examine the gender-wise distribution while taking agenda setting and framing of all the social issues and their significance. (c) To analyze the media agenda as public opinion. (d) To understand the perceptions of the audience of the two dailies i.e. Jang and Dawn. The population was the Daily Dawn and Jang Lahore. News items relating to terrorism and political instability, printed on the front and back pages during the period from 1st January 2015 to 31st December 2015 were taken as samples. For the opinion of readers of these Newspapers, a sample of 300 respondents was selected through a convenient sampling technique. An instrument was applied to collect the public opinion. The major conclusion was that Jang Newspaper gave more coverage than Dawn to both issues regarding the placement of news. There was a close association between media agenda and public opinion about Dawn

Newspaper on the issues of terrorism but varies on the issue of political instability whereas there was a close association between media agenda and public opinion in Jang Newspaper on Terrorism and political instability. Both newspapers promoted the Media agenda instead of giving importance to public opinion. The Dawn majorly promoted the US approach to terrorism whereas Jung went against the US approach in its majority content on the issue of political instability, both newspapers went against the Government policy in the majority. Finally, Dawn gave more reportage for the “US policy” and Jang gave less inclusion for the US policy with regards to the war against terrorism.

Keywords: War on Terrorism, Agenda Setting and Framing, Press, Pakistan, Public Opinion

82. Exploring the Impact of Social Media Engagement on Sleep Patterns: A Study of Undergraduates at George Brown College, Toronto, Canada

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Anamta Hakeem

Student of Interaction Design and Development at George Brown College, Toronto, Canada

Noman Nadeem

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Southern Cross University, Gold Coast Campus, Australia

Khansa Mubashir

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Abstract: In the midst of modern media craze, this sub-area of the research focuses on the complex relationship between media usage and the college students' tendency to suffer from disturbed sleep patterns. With the help of the survey data collected from the undergraduate student population of George Brown College, this report will look in detail into the specific social media and shopping mobile applications that attract these students, like their sleeping hours reported. Through a systematic data analysis with the help of descriptive statistics and interpreting the data, the findings show a clear connection between media consumption and abnormalities in the sleeping cycles. Strikingly, the participation on platforms like Facebook and Instagram among both male and female subjects is connected with episodes of disrupted sleep, implying that the extent of digital platforms on students' sleep patterns might be understated. However, the constant connection to shopping apps like Kijiji and Varage Sale can increase sleep disturbances, which might come with different gender and departmental

differences. As a result, the research explains numerous psychological disorders such as sleep onset insomnia, anxiety and depression disorders, all of which relate to disrupted sleeping cycles. These findings highlight even more the fact that students should engage in healthy sleep hygiene and also observe their media consumption habits so as to avoid mental health problems and sleep-related diseases. In summary, the research contributes the growing evidence on the role of media use in disturbing sleep patterns which necessitates targeted interventions and education programs to promote the sleep health of college students.

Keywords: Social Apps, Sleep patterns, Psychological Disorders, Media Engagement

83. International Media Coverage of PM Imran Khan's Speech in the UNGA-2019: A Content Analysis

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Abstract: The United Nations General Assembly is very important because it is the main policy-making body of the United Nations. Leaders from around the world meet once a year at the UNGA to highlight and discuss global issues. The UNGA meeting in 2019 is of utmost importance for Muslims globally especially in Pakistan as the then Prime Minister Mr. Imran Khan delivered an 'impassioned' speech at the meeting where he spoke about climate change and money laundering and shed light on Islamophobia and the Kashmir issue. Mr. Khan's speech received a lot of attention from the international media which highlighted various aspects of his speech. This research endeavor is an attempt to explore and analyze how Al Jazeera, Daily The Dawn, Hindustan Times, and The New York Times covered and portrayed the speech. The researcher has attempted to explore and analyze the various narratives created by the media around the central themes of the speech. Employing the content analysis the researcher has found that Al Jazeera portrayed Mr. Khan as a leader who tackles difficult issues around the world with a combination of criticism and compassion. Daily the Dawn highlighted Mr. Khan's speech as a foreshadowing of the burning issues in the world, with the Pakistani prime minister trying to sensitize global leadership. Daily the Hindustan Times treated the speech critically and skeptically. Daily The New York Times presented Mr. Khan's speech as a 'rigorous', 'clear', and 'straightforward' stand on the issues raised in his speech.

Keywords: UNGA, Imran Khan, Islamophobia, Kashmir, Climate Change, Money Laundering

84. Decoding Public Sentiments: Content Analysis of YouTube Discourse on Transgender Bill in Pakistan

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Zohrah Rauf

Lecturer Media Studies, National University of Modern Languages

Abstract: In Pakistan, Trans-individuals have often been subjected to underrepresentation and discrimination across different sectors. However today there are organizations such as Trans-Action Pakistan and Khawaja Sira Society that are working actively towards empowering and uplifting this community, the condition of this underrepresented group has improved. Along with it legislation starting to show genuine concern for transgender community to protect them from discriminatory attitudes. Recently Pakistan passed a Bill for Protection of Rights of Transgender. This study aimed to determine the public opinion on the “Punjab Protection of Rights of Transgender Act 2022” using YouTube Comments. 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 (positive or negative) expressed in comments in persistence to Trans community Law. Data collection was conducted online and research was performed using Nvivo. This study aimed to uncover whether individuals were supportive of the law or held negative opinions about the bill of this marginalized group. Targeted videos had views and comments in millions. More than 1000 comments were collected, which was enough to study people’s opinions. This study uncovers that the majority of comments contained negative connotations, while a few individuals resorted to bullying. This paper also analyzed that only a small minority showed support for the Trans community. Additionally significant amount of commenters brought religious aspects in their remarks.

Keywords: Trans community, Underrepresented Group, YouTube Comments, Content Analysis, Nvivo, Punjab Protection of Rights of Transgender Act 2022.

85. Exploring Privacy Safety Behaviors of Social Media Users in Pakistan in Response to Negative Online Experiences – Mediating Role of Privacy Safety Motivations

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Abstract: Over the past decade, Pakistan has seen a significant increase in the number of social media users. This growth has been accompanied by rising concerns about privacy issues among the population. The present research aims to examine the adverse privacy experiences encountered by social media users in Pakistan, specifically focusing on issues such as data theft, relational conflicts, and cyberbullying. This study will explore how these negative experiences influence users' motivations towards privacy protection, heightening their concern for privacy and enhancing their awareness of the risks associated with online identity disclosures. Additionally, the research will investigate how these motivations lead to specific privacy-preserving behaviors. These behaviors include limiting social media activities, temporarily halting the use of social media platforms, and the adoption of identity masking techniques. By understanding these dynamics, the research seeks to provide insights into the patterns of privacy management among social media users in Pakistan, addressing the growing need for effective strategies to safeguard personal information in the digital age. This research employs the theoretical framework of Protection Motivation Theory (PMT) to explore the privacy-related behaviors of social media users in Pakistan. To achieve this, the study utilizes a survey methodology, targeting a sample size of 1,000 Pakistani social media users. This sample is distributed equally across various regions: 200 participants from Punjab and Islamabad, 200 from Sindh, 200 from Khyber Pakhtunkhwa, 200 from Balochistan, and 200 from the combined regions of Kashmir and Gilgit Baltistan. To analyze the data, we employ confirmatory factor analysis (CFA). This statistical technique is used to verify the factor structure of a set of observed variables and to validate our theoretical constructs. Through CFA, we are able to conduct path analysis that helps in understanding the relationships between our independent variables (negative privacy experiences), dependent variables (privacy safety behaviors), and mediating variables (privacy concerns and awareness of online identity disclosure). This methodological approach aids in precisely mapping out how different privacy experiences influence user behavior through the mediating effects of privacy concern and awareness. The results of the study conducted in Pakistan indicate that negative online experiences are a significant factor that leads to privacy safety motivations among Pakistani social media users. These motivations, in turn, drive users towards adopting specific privacy safety behaviors. The analysis reveals a clear pathway from experiencing negative incidents online, such as data theft, cyberbullying, and relational conflicts, to an increased awareness and concern for personal privacy within the Pakistani context. This heightened state of concern encourages users to engage in behaviors aimed at

protecting their privacy. Such behaviors include controlling social media activities, temporarily suspending the use of social media platforms, and employing techniques for masking their identities online. This progression underscores the impact of adverse online experiences on the privacy practices of individuals in Pakistan, highlighting the importance of effective privacy management strategies in the digital age.

86. Challenges to Media Education in Pakistan and the Way Forward

Prof. Dr. Saqib Riaz,

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Allama Iqbal Open University, Islamabad, Pakistan

Abstract: In an age where information is power and media literacy is paramount, Pakistan faces numerous obstacles in fostering a well-informed and critically engaged citizenship. Censorship and government restrictions pose a formidable barrier to media education. While freedom of expression is enshrined in Pakistan's constitution, in reality, media outlets often face censorship, intimidation, and even violence. This stifles dissenting voices, limits the diversity of perspectives available to students, and undermines the principles of democracy. Without a free and vibrant media landscape, media education efforts are inherently compromised, as students are denied access to a wide range of viewpoints and are unable to develop a reasonable understanding of complex issues. Societal pressures and cultural norms play a significant role in shaping media consumption habits in Pakistan. Sensationalism, misinformation, and propaganda often dominate the media landscape, perpetuating stereotypes and polarizing communities. In such an environment, cultivating a discerning audience capable of critically evaluating media messages becomes increasingly challenging. Moreover, the prevalence of fake news and disinformation campaigns further erodes trust in the media and undermines the credibility of journalism as a whole. However, amidst these challenges, there is hope. The way forward requires a multi-faceted approach that addresses both systemic issues and empowers individuals to become active participants in their media consumption. In addition to above mentioned factors, the recent phenomenon of downsizing in media organizations in Pakistan has brought a wave of disappointment among media graduates and media students in Pakistani universities. The latest media technologies have brought this threat of joblessness among media students where technology has reduced dependence on human resources. But at the same time, this is an age of global opportunities and global challenges. We, the university academia should prepare our students to capture international job market and to take benefit of the global opportunities. And we have to teach them how to tackle with global challenges through entrepreneurship activities. In conclusion, while the challenges facing media education in Pakistan are frightening, they are

not insurmountable. By investing in media education, promoting freedom of expression, empowering individuals to become critical consumers of media, and by training our students to capture global opportunities, we can pave the way for a more informed, enlightened, and democratic society.

87. Navigating Realities: Epistemologies of Journalism in Contemporary Media Landscapes

Uma Shankar Pandey

Associate Professor and Head, Department of Journalism and Mass Communication,
Surenranath College for Women, University of Calcutta, Kolkata, India

Abstract: This paper delves into the diverse epistemological underpinnings of journalism within the context of contemporary media ecosystems. With the advent of digital platforms and the resultant shift in news consumption behaviors, traditional notions of objectivity, truth, and reality in journalism are being reevaluated. The study explores how foundational theories in epistemology—such as positivism, constructivism, and critical realism—shape journalistic practice and public discourse. It argues that a multifaceted approach to understanding knowledge creation in journalism not only highlights the dynamic interplay between fact and interpretation but also underscores the ethical imperatives inherent in journalistic endeavor. Utilizing case studies and theoretical analysis, the paper outlines how epistemological frameworks influence reporting styles, newsroom practices, and ultimately, audience perceptions. This exploration is critical in the era of 'post-truth', where the boundary between fact and fabricated content becomes increasingly blurred, urging a renaissance in epistemological clarity. The findings aim to contribute to the broader discourse on media literacy and the role of journalism in shaping informed publics, providing insights for academics, practitioners, and policymakers navigating the complexities of modern media environments.

Keywords: Journalism Epistemology, Media Ethics, Constructivism, Critical Realism, Digital Journalism, Post-truth Politics, News Consumption

88. Constructive and Destructive Role of Media in the Context of Islamic Teaching

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Abstract: In the present age, where man has proved the versatility of abilities in many spheres of life, the means of communication has become the widely discussed subject of 21st century progressive man. It could be said, that this is the profession where man is projecting his skills of generous nature and Excellency of the perception of situation. The use of communicative sources either on national or international level, have both constructive and destructive impacts. The individual or a nation who utilize these sources for personal as well as collective welfare are blessed while the negative use of these sources for destructive purposes is against the collective benefit of a nation or state. There are two well-known types of communication are present at this time in the form of print media and electronic media. The other communication sources which are used on national levels are termed National Media. The international media is used to cover the issues on an international level beyond the boundaries of own country. All three types of communication sources which are used on regional, national, and international levels are undoubtedly used for both constructive and destructive purposes. This modernism in communication sources has opened new aspects in the promulgation and preservation of Islamic thoughts as well. In this study, the constructive and destructive aspects of media will be presented with the context of Islamic teachings.

Keywords: Media, Communication, Constructive, Destructive, Islamic

89. Rethinking Bottom-up Film Diplomacy at the Historical Turning Point

Dr. Hiu Man Chan

Senior Lecturer in Creative Industries
De Montfort University, United Kingdom

Keynote: This presentation will explore the importance of grass-roots film diplomacy from different aspects and case studies, mainly focusing on case studies and initiatives in the UK and mainland China. It points out new direction that departs from Hollywood model and it demonstrates different approaches to use film as a media to maintain dialogue, conversation and engagement during a difficult period of geopolitics. It finally encourages scholars and practitioners to pay more attention to film as art, culture, business and potentially diplomacy.

90. Designing a Conceptual Model: Predictors Influencing the Rejection of AI Application Adoption among journalists in Pakistan

Nasrullah Dharejo

Sukkur IBA University, Pakistan, University of Malaya

Dr. Mumtaz Aini Alivi

University of Malaya, Kuala Lumpur, Malaysia

Ahmed Ali Hingoro

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Jiaqing Xu

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Abstract: The advent of AI systems is the entry of new entrants into the journalism industry, bringing about transformative changes and introducing innovative capabilities that enable journalists by providing powerful tools to gather, produce, and distribute news content instantly. AI systems are utilized for automated fact-checking processes that can quickly verify information, identify misinformation, and flag potential inaccuracies, acting as a new participant in the journalistic endeavor to ensure the accuracy and credibility of news reporting content. However, past literature revealed that due to some complexities and challenges associated with AI-driven recommendations in the journalism industry, Journalists are not familiar with advanced technology, lack technology skills, fear of job replacement, or are simply uncomfortable with new and innovative ways of workspace that causes the rejection of the deployment of AI systems in the journalism. Considering all these facts, this research aims to understand and evaluate the individuals' perceptions and concerns for adapting new innovative AI applications in the journalism industry in Pakistan. The Technology Acceptance Model (TAM) is widely used and has become one of the most cited theoretical models in IT/IS technology adoption. It helps predict and explain users' acceptance and adoption of new innovative technologies. This research implements the proposed model by integrating the amended TAM model to examine the influential effects of the predictors that cause the rejection of AI systems adoption in journalism by adding the other external predictors. Understanding and predicting the users' concerns and perceptions towards AI system deployment in journalism is essential. This study contributes to understanding AI systems rejection in the journalism industry by emphasizing the need for targeted interventions to address perceived complexity and provide ethical guidelines for its use.

Keywords: AI Application, Journalism Industry, Predictors Influencing, Pakistan

91. A Sociological Analysis of Media and Women Empowerment

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Abstract: Today's era is the era of social media whose presence and active involvement has swiftly and widely spread the ideologies for women empowerment. Social media has become the agent of social change which helped and supported women's empowerment in various aspects such as mobilizing attention of global community towards women's rights and challenges discrimination and stereotypes across the globe. Social media has given platform to discuss issues and challenges of women through blogs, chats, online campaign, online discussion forums, and online communities which is mostly not disseminated or propagated by mainstream media. The most significant and longest social movement continuing is movement for emancipation of women. Though the primary goal for women empowerment is to improve the quality of life of women but it has also deep ramifications in social, economic and political scenario of body polity. The media through its reach to people at large has been instrumental though media the extent desired in supporting the movement for women emancipation by focusing neglect and marginalization of the position of the women in society. Though women have significantly in every aspect of life, the long list of in human treatment given seems never ending. The Government, judiciary and social action groups are taking positive action to provide women true dignity in economic, social and personal areas. In endeavor the mass media have a pivotal role reporting wrong doing following up remedial action, mobilizing public opinion, bringing about social change and highlighting positive developments. The pattern of value in any society is reflected in the contents of mass communications. The way subjects dealing with women are treated indicated to a great extent the prevailing attitude of the society towards women. Social media has empowered women in manifold such as social, psychological and financial. To ensure the digital safe spaces that ensure women can freely access social media. It has proved to be a powerful vehicle for brining women's rights, In endeavor the mass media have a pivotal role reporting wrongdoing doing following up remedial action, mobilizing public opinion, bringing about social change and highlighting positive developments.

Keywords: Social Media, Women, Stereotypes, Women Empowerment, New Media, Social Change

**92. Impact of Social Media on the Mental Health of Paramedical staff increase of Death Depression due to Covid -19 in Chest Ward Nishter Medical University and Hospital
Multan**

Dr. Noshaba Chaudhary

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Abstract: This study was conducted to check the impact of social media on mental health of paramedic staff co-relating with use of time increased death and depression due to COVID-19. More use of social media increase death and depression due to covid-19. This analytical study was conducted from Feb, 2020 to Feb 2021 Total 70 doctors 50 female staff Nurse 20 male nurse from the Pulmonology Department of Nishtar Hospital Multan via Convent sampling. To assess the severity planed interview was connected. Death depression scale 21 was used to Measure Depression. The study was completed in one year time frame with an inclusion criteria aging from 25 to 45 years. Male and females paramedic staff who work in covid-19 ward more than one month. All day and night shifts were included while staff who left the duty within 15 days or uncontrolled and unmanageable medical illness at the time of study were excluded. The data was entered and analyzed by using SPSS version 20 out of 140 staff 56 were males (%) and 64 (%) were females. The mean age of Staff was 43.5 and 1.3(%) were left the study. The collected data result showed that people who spend more than 1 hour on social media i.e. Facebook and Instagram suffered death depression which impacted their mental health badly and they suffered from death depression during duty in the Covid-19 ward.

Keywords: Death Depression, Pandemic Covid-19, Social Media usage

93. Fact Checking Practices in US, UK, EU and Adaptation in Pakistan

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Abstract: This study delves into fact-checking practices in the United States (US), the United Kingdom (UK), and the European Union (EU) and examines their potential applicability in the context of Pakistan. Employing a comparative analysis, the research scrutinizes fact-checking organizations in Western countries and Pakistan. Given the pervasive spread of misinformation and fake news in the political landscape of Pakistan, the imperative for robust fact-checking practices is evident. Despite the longstanding presence of fact-checking organizations in the modern world, their development in countries like Pakistan has yet to reach the required scale. At present, only two independent fact-checking organizations operate in Pakistan. The study reveals that even these organizations have limited public reach. Investigating seven fact-checking entities—five from the West and two from Pakistan—this research elucidates the disparities in their approaches. Furthermore, the study assesses the efficacy of

fact-checking in combating misinformation in the Western and Pakistani context through literature review. While automated fact-checking holds the potential to revolutionize the field, it is observed that many fact-checking organizations even in the West are not yet leveraging this technology. The study identifies variations in the financial models and transparency practices between Western and Pakistani fact-checking outlets. Western organizations routinely disclose details of their donors, a practice not observed in Pakistan. In conclusion, the research offers recommendations for Pakistani fact-checking outlets. The adoption of AI technology, increased transparency, and modern techniques are essential for reaching a wider audience and enhancing overall effectiveness.

94. Media Tools for SDG Regarding Healing Architecture Realm and Digital Biophilic Urban Spectrum

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Abstract: Globally, it is pragmatic with legislation that a surge of sustainable developments by means of media sources has prevailed through the practicing profess device of architecture and urbanism. That's why, in every walk of life the sustainability has become the part and parcel and a precious inclusion of all stints for the future generation. The core and foremost action is to convey epistle with mode of direct communication to the vicinity in particular and around the globe in general in an architectural and urban scenario. Media tools itself is prosperous stakeholder and think tank indicator to add an improvement in the prevailing living conditions, livelihood and quality life for the whole in all circumstances of peace, war, disaster, sprawl and critical junctures of life cycle. The scheme is also important for the process of identity, conservation of tangible stack as it entails and enables novel generation to relish of current time and re-experience the past episodes, framing the current glimpses and shaping the shared future by using media's instruments in a coherent way with sustainable manner. It also paves the way in accordance with media's kaleidoscopic version for well scoped, scale and significant natured schematic mission based operations that encompasses technical, economic, social, conservation, laboratory invention, scientific analysis, environmental revitalization, architectural realm and urban ecology by safeguarding into true spirit and protecting the environmental concerns. It is essential in future that alliance of media gears with innovative sustainable ideas may act as a comprehend model for the physical realization carried out by other stakeholders to ensure propitious mechanism to the original fragile meritorious monumental tangible architectural fabric and civic of urban gadget and permaculture. For culturally rich and diversified Pakistan, the activities demand, Media is turning the spaces getting to know and into places and a desert into oasis to design the right mix of

technical actions, to specify the principal options to the preparation of strategies meant not only to choose appropriate technologies and solutions aiming at advancing forms of productivity and ways of improved format but also to imagine effectiveness in maintaining the richness, pluralism of presences, in giving opportunities and choices, norms, emerging trends in disseminating the knowledge developed in the urban landscape, planning levels, statistic data, demography, morphological urban dimension, phenomenology of patching urban world and future mind digital architecture design interface. The hallmark concrete reason of the undertaken focus is to make a conscious attempt to epitomize and to lend a hand approach of software-based and cognitive media tools from condensed design process to concluding product as “A Future Shared Responsibility.”



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