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Dr. Saqib Riaz



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Scope of the Journal

Global Media Journal-Pakistan Edition is primarily an online open access bi-annual, *blind peer reviewed* academic journal; however it is also being printed in hard copy as well and it is organized by the Department of Mass Communication, Allama Iqbal Open University Islamabad. GMJ is the official publication of the Global Fusion Consortium. GFC is sponsored by Southern Illinois University, Ohio University, Purdue University Calumet and The University of Texas at Austin and endorsed by the international divisions of the AEJMC, BEA, IAMCR, and ICA.

As of this date, GMJ has 18 confirmed and established editions, including American, Arabic, Australian, Chinese, Indian, Mediterranean, Persian, Polish, Spanish, Turkish, German, Canadian, Portuguese, Mexican, African, Russian, Brazilian and Pakistan. Global Media Journal, Pakistani Edition is hosted by the Mass Communication Department at the Allama Iqbal Open University, Islamabad, Pakistan and is published electronically in spring and fall (two issues per year). Each issue focuses on a particular theme and topic. The journal is available to interested individuals for free (open access).

The goal of the GMJ, Pakistan Edition is creating a global research and communication network for scholars, students, teachers, journalists, interested individuals, and institutions around the globe. Ultimately, such a network will facilitate exchange of information and knowledge in a timely and efficient manner. Global Media Journal is an effective communication channel for enhancing and promoting intercultural communication, international relations, and global cooperation among diverse cultures and institutions.

To achieve the above objective, the GMJ Pakistan edition publishes works that assess existing media structures and practices, such as global media concentration, globalization of TV genres, global media and consumer culture, the role of media in democratic governance and global justice, propaganda, media reception and cultural practice, commercialization of news, new media technologies, media regulations, regional media, alternative media, and other timely issues.

This is also pertinent to note that the journal is indexed with: Directory of Open Access Journals (DOAJ), EBSCOHOST, (Communication & Mass Media Complete) and Cite Factor. The journal has also entered in agreement with the Australian Society for Commerce Industry and Engineering for mutual publication of articles

Global Media Journal Pakistan is abstracted & indexed in:

1. *EBSCOHOST, (Communication & Mass Media Complete)*
2. *Cite Factor (www.citefactor.org)*
3. *The Journal is also under consideration for Indexing in Thomson and Reuters which enlist their indexed journals in JCR*

CALL FOR PAPERS Spring 2019

GMJ (Pakistan Edition) is one of the 18 international editions of GMJ network and it is indexed with DOAJ (Directory of Open Access Journals). The Pakistan Edition has an open year-round call for papers and publishes twice-yearly in Spring [May] and Fall [November]. Articles from all disciplinary and cross/multi-disciplinary perspectives are welcomed for consideration. The Pakistan Edition publishes scholarship in communication and media studies from critical and cultural perspectives. The journal welcomes articles on

- Media and political economy
- Media, democracy and peace studies
- Media and audience studies
- Media, ethnicity and race
- Media and gender
- Media and society
- Media system function and epistemology
- Social media and its effects
- Media sociology

Deadlines

The Pakistan Edition accepts manuscripts for consideration throughout the year and publishes in both Spring [May] and Fall [December].

Submission Guidelines

For submission guidelines, please go to the "submission guidelines" link. Manuscripts should conform to the guidelines provided on the submission guidelines page. Please direct all inquiries by email to gmj@aiou.edu.pk

The Pakistan Edition is an online, bi-annual, *blind reviewed* academic journal and encourages media scholars, media professionals, and graduate students to submit scholarly articles, critical essays, graduate research results, book reviews, and opinion pieces-related to global communication from throughout the world.

All scholarly articles should adhere to the following guidelines:

- Articles and essays must be written according to the Publication Manual of the American Psychological Association, latest edition.
- Articles should be original and should not have been published elsewhere. It is assumed that articles are not currently under review with other publishers.
- Articles should include: (a) article title, (b) author name/s, (c) current position/affiliation, (d) brief biography, (e) email and mail addresses, (f) a brief abstract, and (g) the URL for author/s' personal web page, all in a separate page.
- Submissions must be in camera-ready format and include tables, graphs, charts, etc. within the text.
- Although there is no absolute limit on length, submitted papers should be confined to approximately 7000 words.
- Authors are expected to carefully proofread their work before submission.
- Articles that do not conform to the stated submission guideline will be returned to author/s for revisions.
- Authors are responsible for obtaining any necessary permission from copyright holders for reproducing previously published material, including charts, graphs, photos, tables, etc.
- Authors should consider including links to any references, web pages, or sites related to their work (this is a strong advantage of electronic publications).
- Manuscripts must be submitted to the editor electronically via email in Microsoft Word to gmj@aiou.edu.pk
- Scholarly articles will go through a blind peer review process while other submissions (invited papers and commentaries) will be reviewed by the editor.

Invited articles may vary in length but should follow the above guideline. Authors are highly encouraged to include related and useful web links in their work. This would certainly allow the Journal to maximize its potential by offering authors, readers, researchers, students, and professionals' immediate access to a wide range of existing electronic resources and web sites!

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Note from Editor

The new issue of the Global Media Journal is finally in your hands. This issue has been published under the supervision of new editorial and advisory board with a new zeal and zest. This is beginning of a new era in the history of media research in Pakistan. We have new horizons to discover, new ventures to explore and new goals to achieve. We requested some of the eminent globally recognized media scholars, researchers and professionals to include their names in the list of the advisory board of the journal and most of them accepted our request. This is our profound privilege that we have well known media scholars in our advisory board associated with some of the premier institutions of the world. The founder of the Agenda Setting theory of Media Prof. Maxwell McCombs expressed his gratitude for the journal and assured his cooperation and guidance. We are thankful to him. We are also thankful to Prof. David Weaver, the Distinguished Professor Emeritus of the United States who expressed his best wishes for the journal and assured his guidance to achieve marvelous goals and objectives. We intend to cultivate highest levels of media research through the publication of our journal in Pakistani society. The Global Media Journal is one of the few research journals in Pakistan that are exclusively committed to promote media research in developing countries like Pakistan. We also encourage and welcome research articles from the other parts of the world. I am sanguine that our humble efforts will be fruitful for the strengthening of media research in the homeland-Pakistan.

We have selected five research articles to publish in the current issue after having national and international peer reviews in the light of the guidelines proved by the Higher Education Commission (HEC) of Pakistan. We are committed to follow the HEC guidelines and policies in their true letter and spirit. A brief overview of articles in current issue is given below:

“Birth of Broadcasting in South Asia: From Amateur Interest to the State Enterprise” is a valuable paper contributed by Prof. Dr. Muhammad Ali Shaikh who is the Vice Chancellor Sindh Madressatul Islam University, Pakistan. According to him, the advancement in technological innovation has brought significant progress in the medium of communication. It has also transformed society and institutions by inclining people towards intellectual

openness. This research article looks at the beginning of broadcasting in South Asia. It then sheds light on the journey of radio from amateur interest to the state enterprise. In the last part, the researcher underlines initial contribution and constraints of radio in South Asia. The study adopts archival and historical research methods. Archival documents are collected from the India Office Records at British Library, London. These resources are extracted using criterion sampling technique and linked with other contemporary sources. The researcher concludes that radio found fertile ground for growth in South Asia on account of two significant aspects: vast scattered area and widespread illiteracy. It was one of the earliest innovations, which played significant role during the peculiar conditions of South Asia. A few private radio club gradually emerged including the club of Calcutta. These clubs were licensed by department of industries and labour. The radio broadcasting was institutionalized in 1926 with some regulations. This endeavor was supported by the viceroy of India, who was optimistic about its growth. Major constraints included lack of financial resources, lack of investment, controversy between the provinces and central government to control radio, lack of affordability, and linguistic issue. From the other side of the coin, radio contributed towards awareness in the area of education, politics and entertainment. It was also used for the development in rural areas of the country.

Dr. Abida Noureen, who is an Assistant Professor with the Department of Media Studies, The Islamia University of Bahawalpur, and Dr. Sajjad Ahmad Paracha who is the Chairman of same Department presented "Pictures in Hollywood: A Momentous Influence of Films After 9/11". According to the study, when the incident of 9/11 happened; US government came up with a new set of policies which were directed against Al-Qaeda and Taliban primarily and against Muslim world secondarily. History repeated itself and Hollywood was again standing side by side with American Government producing the bulk of movies against Al-Qaeda and the Muslim world in the awe of war against terror. 9/11 attacks completely changed the attribute of Hollywood industry and the demands of the movie goers. Audience never remark contrary to their heroes, but now they are anxious and conscious of various material as conscripted of Iron Man, Thor and The Fantastic Four were made in that context. This research paper revolves around the

various trends which are seen as the reversal of the comic books, the audience and the movie makers regarding a momentous influence of films after 9/11 from anti-Communism to anti-Islam. People in the United States are always flag friendly but the 9/11 never left any mistake for this regard and created different mindset, the firefighters, police and other rescue workers in the movies are more concerned towards the handling and fighting against the disasters rather to move from.

“Comparative Analysis of the Usage of Facebook by Formally Educated and Informally Educated Audience” is the study carried out by Muhammad Ilyas (Research Scholar) and Dr. Salma Umber (Assistant Professor/ Coordinator Department of Mass Communication, Government College University, Faisalabad, Pakistan). The study concludes with the fact that formally educated user of Facebook pass more time on Facebook than informally educated ones. It finds out that formally educated people use Facebook as the producer of contents, whereas informally educated people use Facebook as the forwarding agents. The findings of this research also suggest that formally educated people are more self-disclosed on Facebook than informally educated users. This study incorporates Uses and Gratification approach for carry out current study and uses following theory as a theoretical framework. For the execution purposes, the researcher has used survey method, based on three pages questionnaire that is comprised as close-ended questions. The available sampling method was utilized for reaching to respondents. Here, the desired correspondents were the working class of different sector of civil society in Faisalabad, among which 200 respondents were approached and requested to fill in the questionnaire. The data collection corroborates the devised hypotheses. Frequency distribution of the data was calculated by using SPSS. The study reflects some interesting results and suggests formally educated users use Facebook for seeking information, whereas informally educated people use this social media platform just for recreational and entertainment purposes.

Prof. Dr. Anandam Kavoori is associated with Grady College of Journalism and Mass Communication, University of Georgia, Athens, USA. “The Discourse of Smart Phones in India” is another qualitative paper added by him to the body of knowledge. In this essay, the researcher examines how the smart phone is “mediated” in the

developing world, using India as an example. Specifically focusing on how advertising (the language of global capitalism) constructs culturally significant ways to think about and incorporate such media technologies into the fabric of social life—in other words, the researcher intends to suggest that understanding capitalism, must be centered in how it is consumed. The advertisements for the Motorola smart phone the researcher has argued in the preceding section frames and constructs Indian consumers along a semantic/narrative story line that centers individuality, references corporate sponsored identity formations and is reiterative of very specific modalities of identity formation in the Indian context in the wake of market liberalization.

And in the end, Dr. Babar Hussain Shah who is Lecturer with the Department of Mass Communication, Allama Iqbal Open University, Islamabad, contributed a valuable paper titled “Effects of Rural-Urban Divide on Usage of ICT Usage among the Students of Allama Iqbal Open University”. The study is focused to find out the role of ICT in the academic life of the students of AIOU. This study was further aimed to dig out the differences in usage of ICT between the students of AIOU residing in urban and rural areas through factors of helpfulness and motivation in usage of ICT. In order to investigate the differences in usage a closed-ended was constructed after reviewing relevant literature. The respondents were selected from four faculties of AIOU by applying stratified sampling technique. The results reveal that university students use ICT mostly for educational purposes. It was further elaborated that students in distance education were equipped with the latest ICT gadgets. Results revealed that students having urban background were more motivated in usage of ICT than the students having rural background. It was surprising to explore that rural students found ICT more helpful than the students having urban background.

Dr. Saqib Riaz
Editor