

I am pleased to announce the publication of Fall-2019 issue of Global Media Journal-Pakistan Edition. We try our best to include the articles spanning all the avenues of mass media. We particularly remain focused on national and international media and its impact on people's lives. I hope you will enjoy reading the issue and I hope it will nourish your scholastic vision. We received many articles of media scholars from across the globe and are pleased to publish a handful of them. Hope, you will enjoy reading them and they will broaden your academic vision related to mass media across the globe.

Appealing Factors of Transit Advertisement as Outdoor Media: Analysis of Public Perception in Southern-Punjab Pakistan have been written by Prof. Dr. Shahzad Ali and Ahmer Safwan. The research aims at investigating perception of public about appealing factors of transit advertisements in region of Southern-Punjab Pakistan. The results demonstrate that majority of people perceived transit advertisements in a positive light as they liked exposing to it and rely on this medium. Transit advertisement was found as trustworthy for general public because it keeps them updated about innovations regarding various products and services. The research also looked at exploring attractive advertisement's features and results revealed that brand, mobile network's advertisements and placing ads in waiting lounge of bus terminal gained more public attention.

Adeela Naqvi has worked on *Trends of Television Viewership among Pakistani Channels: A Time Series Analysis from July 2014 – June 2018*. Results of her study elaborated that daily average television viewership hours are decreasing in Pakistan as time go on. Television viewership on all channel's categories are decreasing except Pakistani local entertainment channels.

Concept of Jihad and Terrorism in Post-9/11 Era: Critical Analysis of Media as a Platform for Discourse Development has been documented by Tabinda Siddiqui and Dr. Arif Mehmood who have worked very exquisitely on the topic captioned here. The result of their study finds that the concept of jihad is also abused by the terrorists as well who used the media platform to express their violent ideology with religious references. The study also identifies that the concept of jihad is the most misunderstood and misrepresented subject matter worldwide. The purpose of this writing is to explain, understand, and dispel the notion that terrorism or any kind of violence can be justified in the name of jihad or Islam as a faith, as projected by the media and the terrorists as well.

Compromised Autonomy: The Impact of Social Pressures on Editorial Decision Making in Top News Channels of Pakistan has been ventured by Prof. Dr. Ghulam Shabbir, Dr. Atif Ashraf, Dr. Babar Hussain Shah and Dr. Qamar Ud Din Ghaznavi. The study is based on media sociology and influence of social factors in shaping the content of news channels in Pakistan. Senior Newsroom professionals from top ten news channels of Pakistan were contacted to find out level of social pressures in shaping media contents. A survey of 200 professional journalists, with basic role of gatekeeping and editorial decision making, was held to analyse perception of the broadcast journalists about the social pressures on the way to their independent editorial decision making. It is established that social aspects have a considerable influence on editorial autonomy of the broadcast journalists, but social media is contributing other way round by boosting the independent decision making by the broadcast journalists. Hassan Siddique has contributed toward *Poverty Alleviation & Human Development: Comparative Analysis of Facebook pages of top three political parties of Pakistan during 2018 Election Campaign*. This research employs quantitative content analysis to determine the importance given to poverty alleviation and human development by Pakistani political parties on their Facebook pages. Results concluded that poverty alleviation or human development has not been the priority of top three political parties of Pakistan, but if we compare the selected three political parties, PTI took lead in discussing the poverty alleviation and human development on their official Facebook page during 2018 election campaign, whereas PMLN was neck to neck with PTI. On the contrary, PPP gave least priority to poverty alleviation or human development.

Finally, I encourage you to submit your articles for the upcoming issue of the Journal.
Enjoy good reading, keep good reading!

Dr. Saqib Riaz
Editor