

### **Editor's Note**

The new issue of the Global Media Journal is finally in your hands. 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 the highest levels of media research through 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 some fine research paper 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:

“Deleting Relationships in the Digital World” is the study carried out by Sharaf Rehman and Nikkie Saldivar Hodgson. They are of the view that as women become financially independent and capable of supporting themselves and their children, they are finding it easier to correct their poor choices in mate-selection, i.e., poor interpersonal relationships and marriages. Nearly half of the marriages in the U.S. terminate either in permanent separation or divorce. The divorce rates among the Baby Boomers and members of Generations X and Y are equally high. For the older generations, the socially accepted way to end a relationship was through a face-to-face conversation but not necessarily so for the younger generation. The use of online dating, connecting through the internet, and cultivating relationships through social media (Facebook, Instagram, and Tumblr) are routine practices among the millennials. Do social media also come to their aid in terminating a relationship? The present study explores the issue of relationship dissolution in the digital age. Based on a survey using a self-reporting paper-and-pencil instrument, the paper reports on the use of social media in terminating interpersonal relationships. The researchers asked if the respondents have used social media to end a relationship, or if their partner had used such media to end a relationship with them. The survey also asked the participants to describe how they felt after ending a relationship online, or when they were ‘dumped’ by their partner. Recent studies have shown that the younger generation is using social media to initiate, cultivate, and maintain relationships. Our data reveal that social media are also being used to conclude relationships. Just as social media can accelerate the formation of an interpersonal relationship, the impersonal nature of social media also makes it easier to walk away from a relationship. The paper also reports on the differences in emotional responses to digital breakups based on gender and age.

“Media in the Times of Nawab of Kalabagh Malik Amir Muhammad Khan (1960-1966)” is contributed by Abdul Basit Mujahid and Javid Raza Naseem. The authors opine that Ayub Era (1958-69) is a significant episode in political history of Pakistan. Able administrators like Nawab of Kalabagh Malik Amir Muhammad Khan (1910-67) and General Muhammad Azam Khan

(1908-94) played a pivotal role to strengthen that regime. Nawab of Kalabagh possessed a unique political ideology. He was a well-educated but conservative feudal. Being a man of status quo, he did not favour revolutionary ideas in politics. He was well aware of the power of media so always wanted to see it responsible. To him, unbridled media might cause unrest and anarchy. He promulgated Press and Publication Ordinance which had curtailed the freedom of expression. During his gubernatorial period, state owned electronic media was used to strengthen Ayub government. Radio Pakistan served as mouthpiece of Ayub Khan (1907-74) in the Presidential election of 1965. Both print and electronic media played a pivotal role in keeping the public morale high during Indo-Pak War of 1965. Some men of letters and journalists were not in good books of Nawab. Many newspapers were banned for different reasons on different occasions. Progressive Papers Limited was usurped by Ayub government to hush up the dissenting voices. Print media represented the public sentiments on the issue of Tashkent Accord which had hastened the downfall of Ayub Khan.

Mudassar Hussain Shah, Muhammad Yaqoub and Zhang Jing Wu shared a paper titled “Post-pandemic Impacts of COVID-19 on Film Industry Worldwide and in China”. They opined that the COVID-19 pandemic has substantially affected that paralyzed the film industry and related businesses around the world. Similarly, cinemas are closed, film productions are halted, the release dates of the upcoming films are postponed, thousands of crew members and workers are laid-off, and each country has closed the mainstream cinemas for months this year. Now, global Film industry is coping with the loss of business; especially unlike the U.S. the performance of China’s film industry is predominantly eye-catching and continues to thrive. Since China’s containment of the COVID-19 pandemic, cinemas are successfully backed in operations and continued their progress to recover their revenue rapidly. Worldwide Cinemas are started reopening again with new safety protocols and health measures. Temporarily furloughed workers are coming back, and many new opportunities are being created after lockdown. Alternatively, delayed release dates and continued closures of North America cinema is badly affecting its box office, audiences are still nervous to linger in enclosed cinemas as surging coronavirus cases continued to spread in the United States. Now China has overtaken the U.S. as the global biggest box office crown, indicating that Chinese film industry is also the first to get back on its feet in the post-COVID period. The COVID-19 will not stop people from movie going but it could radically change the way of watching a movie in theaters.

“Motivations for Popularity of Turkish Drama Serial “Ertugrul” in Pakistan: A Content Analysis” is a paper contributed by Yasmeen Sultana Farooqui and Rehan Saeed Khan. Study suggests that the Turkish television content has taken over Pakistani drama industry as Turkish drama serials are becoming popular among Pakistani audience. The latest Turkish drama serial “Ertugrul” is touching the peak of popularity in Pakistan. The research study is conducted with an aim to find out the motivations for popularity of Turkish drama in Pakistan through audience responses on Twitter. Twitter is regarded as “Second screen” as well as “Social television”. It is used simultaneously by individuals while they are watching television. Besides, viewers get engaged in discussion on twitter regarding television content as well. In a bid to ascertain audience motivations with regard to watching “Ertugrul”, a content analysis of tweets posted by Pakistani audience is undertaken. The sample consists of 100 tweets, which are posted in various related hashtags. Since people of Pakistan and Turkey share the common faith – Islam, and the drama tends to propagate the Islamic teachings and principles, that is why Pakistanis are eager to watch it enthusiastically.

Maryam Tahira Gondal and Ghulam Shabir carried out a study titled “Changing Political Attitudes and the Role of Facebook”. The study reveals that since the evolution of social media, human communication has changed a lot and so did the values, attitudes and behaviours. Communication experts are very vocal on briskly changing attitudes due to such communication patterns. On the other hand, political actors, advertisers, and propagandists are targeting the young minds on social media outlets. This study primarily focuses on consumption patterns and reliance on political information consumed on Facebook by the young university students and their prospect attitudinal change in their political beliefs. The survey based study focused different provinces of Pakistan and concluded that the heavier the reliance on the FB for political information, higher will be the chances of change in previously held political beliefs and attitudes.

“Growing Population and the stance of Different Religion: An Analysis of the Media Coverage in the Context of Pakistan” is a paper contributed by Shafayat Ali and Hina Shahzadi. The study focused on growing population, media coverage and opinion of the different religions about population control. The objective of the study was to analyze the different religions stance about birth and population control, and to examine the different Newspapers coverage about this issue through content analysis, based these suggestions also recommended for population control department for effective awareness campaigns to control the increasing population. The study was qualitative in nature, therefore, content analysis was used to analysis the public service announcements of newspaper regarding population control, as well as semi-structured interviews, were conducted with different religious scholars to know the stance of different religions about population control. After the content analysis of the newspapers and taking stance of religious scholar, it was concluded that the main focus of the newspapers PSAs was to change the mindset of common people about increasing population and in this regard prominent religious personalities were used as opinion leader in the PSAs to influence people, on the other side through interviews, it is revealed that every religion’s teachings were in the favor of to control the birth and an increase in population.

Lastly, “Taboos in Geo Television Prime Time Dramas: A Social Perspective” is a study carried out by Muhammad Bilal Bhatti, Abdul Wajid Khan and Farrukh Nazir. This research work was aimed to find out the social taboos in the prime time dramas aired on Geo Television. The study aimed that do dramas of prime time Geo broadcast contain the social taboo elements, and if they exist then what kinds of elements of social taboos elements exist. The next aim was that which one social taboo overall exists greater than rest of all social taboos shown. It was also analyzed that which solitary prime time drama contains maximum social taboos at overall with respect to all other dramas. The frequency of social taboos in prime time Geo TV dramas was examined as well. The dramas shown during the prime time at Geo TV were taken as population in the research. A total of sixty-one episodes of nine dramas of March and April were chosen in the sample. The method of content analysis was applied in the research process. Overall eight kinds of social taboo; nudity, violence, racism, extramarital relations, drug abuse, disrespectful attitude, divorce, and obscene language were found. The incidence of ‘nudity’ was found highest of all. The research showed that drama serial ‘Ishq Ebadat’ had greater number of social taboo contents with respect to all drama taken in sample. The frequency level of certain social taboos in a variety of taken primetime dramas was monitored as well. The peak occurrence of obscene language in drama Ye Zindagi Hai, Jahez, and Amma Aur Gulnaz, were recorded. The nudity was found in drama serial Jannat Se Nikaali Hoi Aurat, Dil Tu Bhattkay Ga, Annie Ki Aayegi Baraat, Hazaron

Saal, and Ishq Ebadat. The highest occurrence of violence in GEO TV drama Ek Nazar Meri Taraf was found.

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Editor