



## Editor's Note

The new issue of the Global Media Journal is finally in your hands. 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. 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 eight 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:

*“ROLE OF PRINT MEDIA IN PAK-INDIA WATER DISPUTE: A STUDY OF THE NATION AND THE HINDU 2010-2014”* was the study conducted by Dr. Abdul Wajid Khan, Muhammad Naeem Javed and Ghulam Safdar. They aim to analyze the role of print media in



portrayal of water dispute between Pakistan and India. The researchers analyzed the content published in newspaper regarding Pakistan and India water dispute. This study provides a brief over view of water dispute between Pakistan and India and some of policy failure which has led to water crises especially in Pakistan. It suggests some innovative way to deal with vexed issue through media collaboration. The methodology of the research was content analysis. Data was gathered from Editorials, News Articles and News Stories from two leading newspapers of Pakistan and India. The study was conducted under the light of “Agenda Setting Theory” and “Framing Theory”. The research covers the period of five years from 2010 to 2014. The results showed that both newspapers gave large space to the topic concerned. The Nation gives more coverage to water dispute as compare to The Hindu. Moreover, “The Hindu” Indian newspaper supported his government more than the Pakistani press on water dispute.

The second article “*JOURNALISM TRAINING, WORKPLACE INFLUENCE, AND THE QUEST FOR PROFESSIONALISM IN NIGERIA*” was added by Ojomo, Olusegun and Tejuosho, Wasiu Olawale. The prime aim of this study is to explore the influence that the workplace has on the professional conduct of journalists. Survey method was adopted with questionnaire as primary instrument to generate data. The study evidently showed that the major cause of unethical behaviour among journalists transcends lack of training but inclusive of the operational happenings in the environment of the journalist. To restore credibility to the profession, the paper recommends that, a revisit to the existing code of conduct to explicitly state those who can practice journalism in Nigeria is necessary; the various media professional and controlling bodies should strive for enhanced remuneration for journalists and other media practitioners; training institutions should intensify efforts in the teaching of ethics to form a philosophical base for the new entrants into the profession while violation of ethics must be treated with all sense of seriousness it deserves. Evidently from all indications, the need for a national ethical philosophy in Nigeria becomes inevitable.



*“MEDIA ETHICS IN PAKISTAN: EXPLORING STAKE HOLDERS’ PERCEPTIONS”*

was another remarkable contribution of Dr. Saqib Riaz and Sohail Taj; revealing that the Media have shown tremendous growth in Pakistan especially in field of electronic media during the last one and half decade. This growth raised many questions on the role of media. Media have been criticized for promoting sensationalism, biasness, non-adoption of ethics and irresponsible reporting. This study has been conducted to explore the perceptions of different stake holders regarding the practices of media ethics in Pakistan. Media’s Stakeholders i.e. Journalists, Media Teachers and Media Users were surveyed. Perceptions of stakeholders were measured through a survey research. The evaluation of results revealed that “Hierarchy Influences Model” works in case of ethics and attests that ethics is a bi-product and individual media workers, media routines, organizational factors; extra organizational factors and ideologies. In addition to that this model has a lot of influence in shaping media ethics. This study has found a good relationship between Hierarchy Influences Model and Ethics that means adoption of ethics is not only problem of media organizations rather issue of media ethics has to be solved and treated at five levels to get desired results.

*“COMPARATIVE STUDY OF FIRST PAGE PRIORITIES OF DAWN AND THE NEWS: FROM THE PERSPECTIVE OF MARKET DRIVEN JOURNALISM”* was conducted by Muhammad Arslan Siyab, Dr Asghar Ali Shah, Dr Zafar Iqbal and Muhammad Yousaf. The paper is a critical analysis of first page priorities of two leading English newspapers of Pakistan, Dawn and The News, in wake of market driven journalism. This study reveals number of interesting shifts in news values and reporting trends. Privatization of economy and liberalization of electronic media has urged print media to depart from traditional news values. This study applies the strong and weak market orientations theories of Randal Beam to explore the contemporary trends in news reporting. We find out that first page reporting in newspapers publish large photos in stories and advertisement covered big portion of front page space.



Results of the study show that both newspapers follow pursuit of market driven journalism over traditional news reporting.

*“CYBER MEDIA AND VULNERABILITY: A DISCOURSE ON CYBER LAWS AND A PROBE ON VICTIMIZATION OF CYBERCRIMES IN PAKISTAN”* was a contribution of Asad Munir Maryam Tahira Gondal out of their doctoral dissertations. They believe that the Internet has given birth to new media technologies and social media. This study was planned to explore whether there is any relation between the usage of social media and vulnerability to be a victim of cybercrimes. The study also investigates the current trends of cybercrimes, the extent of awareness about cybercrimes, attitudes about cybercrime reporting, perceptions about cybercrime laws and impact of cyber laws in Pakistan. Social media is now a personal medium for expression of personality and is extensively used tool for interpersonal communication, group as well as mass communication. People across the globe take keen interest in social networking for their routine communication as well as for information and entertainment. On the other hand certain people, groups or organizations are cleverly using this medium for their black and grey propaganda, cybercrimes and malpractices involving criminal procedures and targeted actions against individuals and organizations. Easy access to social media has empowered the criminal minds to use this medium to adopt new ways of fraudulent activities, thefts, harassments and terror. It was need of the hour to measure if the social media users are aware of common cybercrimes. The study further investigates the relationship between the amount of time spent on cyber media and vulnerability to fall a victim to the cybercrimes. The findings help conclude that there is a huge vulnerability of falling a victim to the cybercrimes in a positive relationship to the amount of time consumed on the social media.

*“ROLE OF ICT IN DISTANCE EDUCATION IN PAKISTAN: EXPLORING AIOU’S WEBSITE USAGE AMONG THE STUDENTS”* yet another contemporary analysis executed by Dr. Babar Hussain Shah. This research is aimed at exploring ICT usage among the students



and it especially focused on that how the students of AIOU are using the University's website. It is beyond any doubt that ICT is playing a role of key factors to facilitate Distance Education. This research has its basis in the theory of Uses and Gratification and also sought the gratification of students' different needs through visiting AIOU' website. This is a basically survey based research and a sample of 367 students enrolled in the University are the subjects of study. A close-ended questionnaire was constructed and distributed among the students. The findings of this study reported that a greater majority of the students were using computer as an important tool of ICT for education related purposes. It was also found that a clear majority of the respondents owned laptops as one of the important devices of ICT. The study was also focused at exploring usage of the University's website among the students. Findings indicated that students were using website for performing various tasks ranging from academic results checking to knowing about their tutors' particulars. Some other uses included downloading assignments, downloading exams forms, course registration, downloading course material, reviewing of faculty information, downloading videos/audios, AIOU Live radio/TV and some other uses as well.

*“IMPACT OF TV ADVERTISEMENT ON CHANGING LIFESTYLE OF THE YOUTH AND HOW TV ADVERTISEMENTS AFFECT THE NORMS AND VALUES OF THE SOCIETY”* was a research steered by Shafayat Ali and Dr Zahid Yusaf. Normative structure of the society is often hurt by the media and TV contents. The current study looks into this issue by examining the relationship between TV commercial and norms of the society and changing lifestyle trend of the youth. 1000 respondents both male and female were included in the survey and were selected by using multistage cluster sampling. The study used cultivation theory and social responsibility theory to determine the theoretical groundings of the research under investigation. Regression analysis of the data proved that TV ads change the societal norms and values and also change the lifestyle of the youth. The results showed significant and



positive relation however the strength of the relationship was moderate in nature. The study implies strong policy making intervention and regulation of the TV commercials and the contents.

*“TWO SIDES OF A COIN: REVISITING THE INFLUENCE OF SOCIAL NETWORKING SITES AMONG STUDENTS’ IN HIGHER EDUCATIONAL SETTINGS”* was carried out by Oberiri Destiny Apuke. This paper examines the access, utilization and negative impact of social networking sites among students in the higher educational setting. The researcher adopted a questionnaire as the instrument for data collection and received two hundred and fifty valid responses from a sample of students in Nigerian higher institutions. The study found that the entire students in higher institutions make use of social networking sites and Facebook was ranked as the most utilized. However, only a few proportions of these students use it for academic purposes, they rather prefer to use it for chatting with friends and family. Results further demonstrated that the over-utilization of social networking sites affects students’ spoken and written grammar. Receiving of unwanted comments, messages, as well as pictures and videos were found to be the leading problems encountered while using social networking sites. Conclusively, this study proposes that higher institutions should regularly organise seminars and workshops to educate students on the most appropriate way of adopting social networking sites for educational purposes.

**Dr. Saqib Riaz**

**Editor**