

### **Editor's Note**

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 editorial 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 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 countries of the world. I am sanguine that our humble efforts will be fruitful for the strengthening of media research in our homeland Pakistan.

We have selected seven 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:

“Evaluating Hypotheses of Editorial Treatment of Manifestoes of Mainstream Political Parties in General Election 2013 by English and Urdu Dailies of Pakistan” is a research by Dr. Mudassar Hussain Shah, Muhammad Younis and Saima Kausar. This study evaluates the editorial treatment of pre-election manifestos of major political Parties of Pakistan: PMLN (Pakistan Muslim League-N), PPPP (Pakistan People’s Party Parliamentarians) and PTI (Pakistan Tehreek-e-Insaf) in leading English and Urdu dailies of Pakistan during from March 1<sup>st</sup> to May 9<sup>th</sup>, 2013. Content analysis method is considered to analyze the editorials and columns published during the aforementioned time frame. Overall, 280 newspapers have been analyzed by a well-established coding sheet to limit the number of categories by carrying framing theory to gauge the manifestos of pertinent political parties taking the favorable, unfavorable and neutral frames. Moreover, significant issues i.e. economic, political, social and foreign have been determined in treatment. The findings of the study reveal that English dailies provided enormous treatment to the manifestos of political parties than those of Urdu dailies. It has been observed that not all parties have been offered equitable treatment in the selected time-period. Comparatively, PMLN secured the maximum coverage which comprises the maximum neutral and unfavorable treatment among all selected mainstream parties. Hence, it is inferred that the four selected newspapers have considered the PTI highly significant because the abundant space in terms of favorable treatment during selected time span reflects its popularity and active participation throughout the campaign period.

Wajid Zulqarnain and Prof. Dr. Taimur-ul-Hassan conducted a research titled “Social and Traditional Media Usage: A Demographic Analysis of Pakistani Youth”. The objective of this study is to find out the preferred source of news in the social and traditional media Pakistani university students including the user’s background, qualification, gender, area, usage patterns, time spent and their news seeking interests in soft or hard-core information. The findings of the study showed that 67.1% students are spending their time more than four hours per day on the social media as compare to the usage of the traditional media 25.2%. The frequency of usage was measured in years. 44.9 per cent users had been using soft media more than three years while the highest numbers of respondents in traditional media were 60.2%. The usage of the social media were seen highest for both soft and hard news 53.9% and 32% for only soft news however the usage of traditional media is highly significant for the hard news 42.0%. The result also shows that users of social or traditional media are more concerned to know about what is happening in their vicinity “Local News” as 31.4% however after that 27.33% users like entertainment news followed by 23.2% in Disaster & Relief Activities News. In addition to that the findings indicated that within the social media Facebook is utmost priority of the users as 64.8 % while only 21.1 % are having twitter as their primary source for news. On the other side, traditional media users, 50.7 % users chosen TV as their primary source of news followed by 33.8 % for newspaper and then only 9.5 % radio. This article is derived from original PhD dissertation of the researcher.

“The Prospects and Challenges in Journalism as a Career: Exploring the Attitude of Female Journalists in the Punjab” is a study by Dr. Shahzad Ali and Fehmida Nawaz. The study covers the challenges female journalists visage in journalism and their positions in newsrooms,

as well as their perception about media and the nature of job. Many researches probed the problems in journalism profession, including the less visibility of female journalists' newsrooms, gender discrimination, the glass ceiling, patriarchy structure of journalism, etc. However most of these studies neglect the attitudes and perception of the female journalists towards the journalism profession, its prospects and challenges. The vexing question is that what type of attitude, do women journalists have regarding the challenges in journalism profession as a career and their attitude about it can best illustrate their approach to overcome the problems in journalism profession. This is the study that deals the attitude of female journalists instead of examining the problems women journalists face as observed by others. An attitudinal survey from female journalists exposed that, in spite of problems in journalism, female journalists have positive attitude towards it as a career.

Dr. Zahid Yousaf, Dr. Malik Adnan and Iffat Ali Aksar conducted a research on "Challenges of Patriarchal Ideologies in Pakistani Cinema: A Case of Feminist Depiction in Films". The study suggests that the films endorse either reality, truthfulness or unreality or total falsehood. Movies are the most prevalent medium of show business. Big screen play an energetic role in the construction of civilization. This role becomes more significant in a nation who have low reading ability rate. Therefore the films in Pakistan have become a standard and influential medium of entertainment. This Study examines the Pakistani movies; Bol, Dukhtar, Bachana and Khuda ke liye, particularly from the feminist perspective and patriarchal ideologies. Descriptive analysis is the method used by the researchers for this study. After analyzing the selected films the researchers find that the theme of the films is very courageous, sensitive and very important in today's situation. The subject of the movies is no doubt very bold and challenging the

patriarchy also feminist ideology is portrayed very beautifully. The films create lot of queries in viewer's mind and are a thought provoking. The researchers find that the film directors and producers of the selected movies have projected feminism very strongly and also challenged the patriarchal ideologies in our society. In our society women are not treating equally. The examination of the movies shows that liberal feminist ideology and patriarchal issues is the base of the script.

“Journalism Crisis: Proposing Public-Service Model of Press” is a valuable contribution by Dr. Saqib Riaz. The research proposes that a consensus has been developed that journalism that is passing through the hardest time of its history worldwide. It is in a freefall collapse to varying degrees in different parts of the world. Its quality and quantity, both are in decline. However, there is a disagreement among media scholars and intellectuals about the nature of this decline and about the solutions to resolve the crisis. This author provides an overview of the journalism crisis worldwide and then contextualizes this crisis within a number of political, structural and technological processes all over the world that can guide us to know about the nature of the crisis and also some remedies to strengthen journalism in the democratic societies of the world, especially Pakistan. The study is based on the in-depth analysis of the debates of media critics and scholars. The author concludes some normative implications about the future of journalism. He also provides some policy proposals aiming provision of necessary resources for a stable, free and autonomous print media. The article presents a model of public-service journalism that may take over the position of present-day commercial media system.

“ICT Usage among Allama Iqbal Open University Students, (Exploring Reliance and Relevance of ICT)” is the article by Babar Hussain Shah and Prof. Dr. Ghulam Shabbir Baloch.

This research article deals with the ICT Usage among the Students of AIOU and its relevance and reliance in studies for the students of distance education enrolled at AIOU. It is an admitted fact that Information Communication Technologies have played a significant role in facilitating education among the students of distance and non-formal education. This research has its theoretical grounds in Knowledge Gap Hypothesis Theory of Mass Communication. The researcher chose a sample of 367 students enrolled at AIOU. The sample was selected by applying Probability sampling technique. A close-ended questionnaire was developed by the researcher and was distributed among the students of AIOU who were enrolled in M. Phil and Ph. D programs of the university. The findings of the research reveal that majority of the University students (74.9%) are using ICT for educational Purposes. It was also found that both the students with rural and urban background are relying on ICT and also find ICT relevant for their studies. It was also revealed that students with urban background find ICT more relevant for their studies in comparison with the students of rural background. Results also reveal that the students with rural background rely more on ICT than the students with the urban background and it was surprising for the researcher. But overall results of the study show that students find ICT helpful for their educational purposes and hence they rely on ICT and also find it relevant for their studies.

Finally, the “Working Condition of Female Media Professionals in Punjab: A Case Study of Rawalpindi, Lahore & Multan” is the research conducted by Dr. Abdul Wajid Khan, Attiya Iram and Asad Munir. They are of the view that Pakistani society is distributed in caste system, religious and various traditional and cultural groups. Being at a percentage of 48.63, women are always ignored in strategy making and her role as a working woman is hardly tolerable.

Although she has proved herself in every walk of life. This research paper investigates the problems faced by female journalists of the 3 major cities of Punjab, Pakistan. First objective of this research study is to highlight the problems that females have to face during work in different media groups. The second objective was to identify the discrimination which females face when they are performing their jobs. Third objective was to analyze how females are treated within office and when they are in field. Cities selected are Rawalpindi, Lahore and Multan in Punjab because these are the hub of journalism in Punjab, Pakistan. The study was carried out using a questionnaire to be filled by the respondents selected through purposive sampling technique. The data revealed that the female journalists are suffering from problems of critical nature such as sexual harassment, indecent language, lower wages and no acknowledgement at work.

**Dr. Saqib Riaz**

**Editor**