

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

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 Board 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. The Global Media Journal-Pakistan Edition 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 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 provided by the Higher Education Commission 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:

“EFFECTS OF MOBILE PHONE USAGE ON SOCIAL BEHAVIOURS OF UNIVERSITY STUDENTS: A CASE STUDY OF ISLAMIA UNIVERSITY OF BAHAWALPUR, PAKISTAN” is a study conducted by Dr. Abdul Wajid Khan, Ghulam Safdar and Malahat Ashraf. The study revolves around the innovation of mobile phone. Society has seen many changes regarding individual growth and ways of communication. People's routine, norms, culture, habits and behaviours are affected by the use of mobile phone. The study was designed to explore to what extent the social behaviours of students are changing due to the use of mobile phone. The study was conducted in the Islamia University of Bahawalpur based on quantitative

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

technique. A questionnaire consisted on 10 questions was designed and were distributed among 460 students of different departments by using convenience sampling method. Through the descriptive method, results were evaluated and the result of this study revealed that social behaviours of students like; their participation in a social gathering, sleep timings and physical activities or physical games are affecting. To lie about actual location has become easy now by the usage of mobile phone. Students accepted that mobile has taken control of their lives.

Dr. Nasim Ishaq and Dr. Noshina Saleem conducted a study titled “THEMATIC ANALYSIS OF INTERNATIONAL NEWS-MAGAZINES REGARDING US OPERATIONS IN PAKISTAN”. The intention of this paper was to examine the news items of The Economist, The Herald and Time about US operations in Pakistan. Qualitative thematic analysis by selecting 113 news items from these news-magazines. Themes are operationalized. The findings revealed four major themes: legitimization of operations, Pakistan double standards, Pakistan as front-line ally, dehumanization of Pakistani political and military officers.

“DEVELOPMENT COVERAGE IN PAKISTAN, CHINA AND INDIA” is a paper contributed by Dr. Taimur-ul-Hassan, Dr. Ghulam Shabir and Waqar Ahmed Seyal. This study analyzes the frequency, prominence and category of development coverage in Pakistan, China and India; all countries forming an important region and carrying out development. Using the framework of Development Journalism, hypotheses related to development coverage and its prominence were tested through quantitative content analysis of development related news stories, editorials and articles in Dawn (Pakistan), Times of India (India) and People’s Daily (China) from January 1 to March 31, 2016. The content related to development issues was analyzed in terms of frequency, prominence and direction of development coverage. The purpose was to

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

compare and determine the importance of development related news stories, editorials and articles in these three countries. Study revealed that while the Indian newspaper covered development related issues most frequently, China's newspaper gave high prominence to development issues as compared to Pakistani and Indian newspapers. Pakistani press lacked both in frequency, prominence and lack of information related to development sphere.

Olusegun Ojomo and Wasiu Tejuosho conducted their research titled "JOURNALISM TRAINING, WORKPLACE INFLUENCE, AND THE QUEST FOR PROFESSIONALISM IN NIGERIA" aiming 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.

A very interesting paper "INFLUENCE OF POLITICAL SATIRICAL SHOWS ON YOUTH'S PARTICIPATION IN DEMOCRATIC PROCESS" was contributed by Dr. Saqib Riaz, Farrukh Nazir and Muhammad Bilal Bhatti. The study investigated the influence of political satirical shows on the youth's participation in democratic process. The main objectives were to

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

seek out, whether and how political comedy shows influence the individual's participation in democratic process, to find out how viewers consume political comedy shows, to find out the relationship of perception about politics with political knowledge and participation and to find out whether political involvement through comedy shows playing positive role in political socialization or not. The survey method was applied. The results of the research concluded that political satirical shows were the main source of political information. It also be concluded that exposure to the political satirical shows made the respondents more political aware. Political affiliation was not affected by exposure to the satirical shows that results in no voting affect of the shows. Higher rate of trust on the political comedy shows indicated the gap between the contents and the public demand.

Dr. Wajid Zulqarnain, Amna Zareef and Naveed Ullah Hashmi conducted a study titled “DESIGN AND AESTHETIC ANALYSIS OF PAKISTANI STAMPS FOR THE POSITIVE IMAGE OF PAKISTAN IN WORLD”. They state that Pakistan is the country rich in cultural treasures, having ancient monuments to contemporary wonders. Postage stamps being called as silent ambassadors contribute to improve image of a country. Pakistan Post Office is one of the oldest government organizations in the Sub-Continent, designing and dealing in stumpage of Pakistan. This study was aimed at to find out the factors in postal stamps design that contribute to enhance the positive image of Pakistan in world. The study is quantitative in nature based on aesthetic design theory and the findings of the study reflected that if balance, symmetry, colors, aesthetics, breathing space, harmony and eye movement incorporated properly and aesthetically in postal designs it can support to improve image of Pakistan worldwide. Findings from this study

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

can be applied by the concerned authorities to take concrete measures for improving stamp design to enhance image of Pakistan globally.

“TELEVISION VIEWING HABITS OF WOMEN IN PUNJAB, PAKISTAN” was an article contributed by Dr. Malik Adnan, Dr. Babar Hussain Shah and Dr. Shazia Shahab Shaikh. Development of television in the globe has been astonishing. It has become a constant feature in the family circle over the past few years. Television in Pakistan has been fast evolving as a most important source of mass education, leisure and pleasure. The basic goal of this study was to discover the television viewing habits of women in province of Punjab. It targeted women in selected districts between different age groups. A representative sample of 1500 women television viewer was interviewed. The study recorded the women’s television viewing pattern, level of viewing, preferred television transmission, favorite television programs, favorite watching time and reasons for television viewing. In this study, survey method has been applied to obtain data from large representative population. The findings of the research study indicated that the number of respondents who were watching TV on daily basis was more than that of watching often or once in a week. Majority of the respondents were watching television up to two hours per day and most of the respondents were agreed that they are free to watch TV programs of their own choice. The most of the respondents viewing time of television was in the night time and afternoon. As for as television transmission is concerned majority shared that they mostly view the Indian TV transmission.

And finally a study titled “SEEING IS BELIEVING: AUDIENCE PERCEPTION ABOUT FOOD ADVERTISEMENTS ON BILLBOARD” was carried out by Mazhar Hussain and Dr. Asad Munir. This was an exploratory study investigating audience perception about outdoor

GLOBAL MEDIA JOURNAL–PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

advertisements of edibles. Researchers likewise find perception of audience with regards to billboards of edible advertisements in Karachi South District as far as education and consistency to the social standards and estimations of the general publics. Researchers tried to find answers of social experiment about perception of audience, liking, disliking and motivation for purchasing a product under the influence of advertisement on billboards. This Study investigated how billboards can change the perception of audience to buy the product; what the key factors are that obstacle to change the buying behavior, What observation do the audiences keep in commercials, portrayal of women in outdoor advertisements of edibles and strategies of the advertisers.

Dr. Saqib Riaz
Editor