

### 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 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 six 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:

A unique qualitative article "Screen Adaptation: An Art in Search of Recognition" was contributed by Sharaf Rehman. This paper had four goals. It offers a brief history and role of the process of screen adaptation in the film industries in the U.S. and the Indian Subcontinent; it explores some of the theories that draw parallels between literary and cinematic conventions attempting to bridge literature and cinema. Finally, this paper discusses some of the choices and strategies available to a writer when converting novels, short stories, and stage play into film scripts.

Gabriel E. Nweke and Yosra Jarrar shared an important research titled "The Impact of Social Media Use on Body Image in Northern Cyprus". The study investigated if frequency of social media use, self-esteem, thin-body ideal internalization, and appearance-related social comparison were related to and can predict body image dissatisfaction. Female participants (n = 411) completed an online survey and the findings revealed that heavy social media use, thin-ideal internalization and appearance-related social comparison positively correlated with body dissatisfaction. Self-esteem and body dissatisfaction had an inverse relationship. All the predictors' variables significantly predicted the criterion

variable though self-esteem and appearance-related social comparison had the highest contribution to body dissatisfaction. Given the prevalence of body dissatisfaction and its negative consequences, especially among young women, more research is essential to better understand the construct and better prepare health care professionals on how to tackle it.

Another remarkable work titled “Exploring News Media Usage among University Students of Pakistan: A Case Study of Islamabad” was carried out by Sana Rashid and Babar Hussain Shah. This study was primarily designed to explore the news media usage and its gratification among university students. It has theoretical grounds in of Uses and Gratification which seeks how people use media to gratify different needs. Respondents of this research were selected from four universities of Islamabad- two public sector universities and two private sector universities. Major findings of this study showed that mostly students rely on internet to access different types of news, and least number of students consume radio news. It was revealed that majority of the students spend only fifteen minutes in reading newspapers. The study revealed that most of the students are interested to know about political affairs of Pakistan. There was also other medium that gratify students need but their proportion is lesser than internet. Overall findings indicated that arrival of ICT replaced traditional mode of conventional media.

Nasreen Aslam Shah has contributed a valuable paper titled “Reporting Violence against Women in Daily Aman Newspaper in 2011”. The study is intended to explore violence against women cases from the newspaper, as it is the medium which disseminate information to the masses. As the media has capacity and capability to influence on changing mindsets with variety of techniques and discourses. Its foremost objective is to find various types of violence occurred in the society, their relationships with the women victims and highlighting the ages in which they have been targeted the most for violence. The adopted methodology for conducting this research is content analysis of daily Aman for the year 2011 news stories related to violence against women. The study observed that murder, honor killing, sexual violence, physical violence and suicide are the most frequent violence against women, but the coverage of such news are limited and constitute on very shorter spaces. It is concluded if laws for preventing violence against women implemented with its true spirit then there will be chances to reduce or may eliminate this menace from the society.

Mahreen Kamran shared a paper titled “ICTs in Learning: Multimedia Learning in Classroom”. She proposes that ICTS can be described as information communication technologies that provide access to information through telecom. It further includes communication technologies which focus on the internet, wireless technologies, laptops, smartphones, tablets and other communication

devices. The development of technology has changed our lives and brought drastic changes in human lives. Learning is to bring change in behavior and attitude through practice. Multimedia learning occurs when student develops mental presentations with words and pictures. Multimedia tools are effectively used in classroom. These tools included power points, still pictures, diagrams, animations, flowcharts, videos and sound. When learning is presented with visuals it enhances students' understanding and they can retain and recall information for long time. The purpose of this research was to find out students' practical experiences with the usage of multimedia tools in classroom. Semi-structured interviews of 30 medical students are conducted to know their practical experiences with multimedia learning. Results showed that multimedia learning helps in cognition, concept clarity and active mode of learning. It produced meaningful learning. Findings suggest that multimedia instruction tools facilitated a lot in learning process.

“Online but not on the line: Evaluating Internet Addiction as a Predictor of Psychological Symptoms in University Students” is another interesting research carried out by Afrogh Fatima. This study aimed at collecting precise data about the internet addiction and psychological symptoms in university students. The overall objective of the study was to empirically explore the effects of internet addiction on psychological symptoms in university students. For this purpose, 150 participants were sampled for the study. Among 150 participants, 75 were males and 75 were females. Internet addiction was measured by using Internet Addiction Test and Psychological Symptoms were measured by using Depression, Anxiety and Stress Scale (DASS). Correlation, regression and independent sample t-test were used for the analysis. The results of correlation indicated significant positive relationship between internet addiction and psychological symptoms in university students. Moreover, the results of regression indicated internet addiction as significant predictor of psychological symptoms. The study also evidenced gender differences with females having greater level of internet addiction and psychological symptoms than males.

**Dr. Saqib Riaz**  
**Editor**