

### 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 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:

A unique article titled "Tech-20 the Perfect Epidemic to Covid-19 Pandemic and its Influence on Education: Offensive and Defensive Measures of New Media Technologies" is contributed by ONOJAH Amos Ochayi, ONOJAH Adenike Aderogba and ONOJAH Angel Aneh. According to them, just like every other virus, there is a recent outbreak of COVID-19 which hampers with the school academic activities. Thus, there is a need to introduce technologies which can help students continue with their learning from their different isolation centres. This study investigated (i) various technologies that can be used for learning from their isolation centres; (ii) influence of these technologies in combating the learning gaps established by COVID-19; and (iii) readiness of students to use these technologies. It was concluded that mobile learning, google classroom and web-based authoring system can be used to resolve the academic activity crisis established via the pandemic. Thus if these technologies are utilized by students and teachers for both the teaching and learning process, there could be tremendous improvement in the academic performance of students as well as job performance of the teachers across all levels of education.

"Developmental Journalism in Pakistani and Indian Print Media: A comparative study of leading English and Urdu dailies" is a research carried out by Tanveer Hussain and Ghulam Shabir. This research explores the development journalism in Pakistani and Indian newspapers (Daily Dawn, Daily Jang, Daily

Times of India and Daily Sahafat) during 2012 to 2014. The researcher observed fifteen different development categories and finds out that the overall news coverage of development aspects remained very less in which more focused remained on health, education, infrastructural and economic development as health developmental coverage remained very low. The ratio of favorable developmental news remained more than unfavorable and neutral While Indian newspapers given more developmental coverage than the Pakistani newspapers, same as Urdu newspapers given more developmental coverage than the English selected dailies The development media theory supports the research as selected newspapers highlighted the problems of society member's life in development perspective but the newspapers did not use communication in systematic way as the development communication.

Muhammad Yousaf, Wanjiao Li and Zahid Yousaf contributed a paper titled "The News Media Exposure and Polarization of Public Opinion: The Limits of Social Functions of the Agenda-setting Role of Mass Media". This paper aims to investigate whether the increased news media use corresponds to consensus or polarization of public opinion among the divergent demographic subgroups regarding the attributes of the health issue. The study, with its cross-sectional design, includes a content analysis of news media, coupled with a purposive survey of respondents residing in Beijing. The major findings of the study were that increased news media exposure corresponded to the polarization of public opinion on the attributes of health issue. Specifically, the more demographic subgroups used the news media, the more they disagreed in relation to their opinion about health problems.

Another valuable study "Audience Perception on Portrayal of Women in Televised Advertisements of Men's Products" carried out by Faiza Gul and Asad Munir revolves around the portrayal of women in men's product TV advertisements and audience perception. The study was conducted to measure the audience perception on the female portrayal in men's product advertisements aired on television channels. The researchers applied mix method approach to analyze the advertisement contents and surveyed the audiences to measure their perception on the issue. The study concluded that both men and women with lower and higher education have a higher exposure to the televised advertisements of men's' products. Female models are extensively used in these advertisements. Voice over, costume and bodily are heavily exploited with the sex appeal and the audiences admitted that they get attracted to that. Female models have been shown in dependent roles on the men and are also exploited as a sex object. Different other aspects of acceptability and perception were also measured.

Ibrar Ahmad, Muniba Fatima and Farahat Ali shared a paper titled "News Media Use and Civic Engagement: The Mediating Role of Social Capital and Civic Accountability". This study explores the relationship between news

media use and civic engagement. This study also investigates the mediating role of social capital and civic accountability in the relationship between news media use and civic engagement. The theoretical framework of this study is based on social learning theory. By employing a cross-sectional survey design, from four universities located in Lahore the results of this study reveal that news media use is positively associated with civic engagement. News media use has a significant relationship with social capital and civic accountability. This study has also found a positive relationship between social capital and civic engagement. The results of the indirect effects indicate that social capital and civic accountability are significant mediators in the relationship between news media use and civic engagement.

“Where We Stand: Shift to Online Communication Patterns by Public Relations Practitioners” is a paper contributed by Sana Rashid, Atif Ashraf and Shafayat Ali. They opine that Public Relation Industry setup is one of the renowned industries in Pakistan. The findings of this mixed method research study shows that PR Practitioner show uneasiness to web usage because these maximum number of Practitioner have no idea how to use Web for PR campaign and make communication better in each level there is dire need to examine the skills that required to work in contemporary era of Pakistan on both senior and mid senior level. Very few PR Practitioners agreed that changes in traditional to new media usage is risky Mostly Senior and mid senior level of Practitioners agreed that we need training for better results and meet the requirements of new clients properly.

Mehvish Riaz carried out a novel research titled “Ideational Metafunction and Proximization Theory: Semiotics of the Fear of Covid-19” highlighting the discursive representation of fear in the images used in news, articles, and blogs on Covid-19. Various dimensions of the impact of fear on tourism, trade, health, industry, and technology, etc. have been pinpointed by studying the ideational signs in relation to the proximization strategies used in the images. The results not only show how fear is linked to the display of human values and evils but also bring to light how various ideational choices of signs serve as rhetorical proximization strategies in the construal of disease as an imminent danger and apocalyptic hazard. The study has implications for multimodality, medical semiotics, sociology, and the ‘discourse of fear’.

“Political Polarization of Opinions: An Assessment of Social Networking Sites Users of Two Leading Political Parties PML (N) and PTI Biographies” is the last paper included in this issue, authored by Aisha Siddiq Siddique, Aqib Mumtaz and Ashbeelah Shafaqat Ali. This research, conducted before 2018 general election in Pakistan, investigated the relationship between SNS and heterogeneity in political polarization, by examining opinion of university students, regarding their political affiliations, particularly about PML

(N) and PTI, with reference to Facebook, Twitter and WhatsApp. Survey covered personal and counters political polarized aspects. Study concludes that use of social media is positive predictor for biased opinion formation about political viewpoints, due to massive polarized partisan content infiltration through SNS.

**Dr. Saqib Riaz  
Editor**