



## Note from Editor

I welcome you very warmly in Global Media Journal Pakistan's Vol-X, Issue-I, Fall 2016. GMJ (Pakistan Edition) is one of the 18 international editions of GMJ network and it is indexed with DOAJ (Directory of Open Access Journals), EBSCO (Communication and Mass Media Complete) and Cite Factor which speaks of its worth. The Pakistan Edition is an online as well as printed, bi-annual, *blind peer reviewed* academic journal which encourages media scholars, media professionals, and graduate students to submit scholarly articles, critical essays, graduate research results, book reviews, and opinion pieces—related to global communication, media consumption, distribution and production from throughout the world.

Since its inauguration, Global Media Journal-Pakistan Edition has been available to interested individuals for free (open access). As this Journal has open access to researchers, scholars and students as well so articles which are included in this issue are written from the scholars throughout the world. It is hoped that this issue will provide you versatile articles which have been written by University teachers, media professionals and Mass Communication students as well. The articles which have been included in this journal have been written with in-depth scholastic ability and flavor of research. We hope that you will find these articles interesting and quite relevant to Mass Media and society. Brief overview of articles is given below.

***Performativity, Mysticism, Experience: Making Sense of Nusrat Fateh Ali Khan*** has been written by Anandam Kavoori who is a Professor at Department of Entertainment and Media Studies, Grady College of Journalism and Mass Communication, The University of Georgia, Athens. According to him, Nusrat Fateh Ali Khan was a Pakistani musician, known for Qawwali that is the devotional music of the Sufis. He is one of the greatest voices of all times, possessing an extraordinarily tremendous vocal abilities. He had the ability to perform at a high level of vocal intensity for hours and hours. Nusrat Fateh Ali Khan is known as the musician who actually introduced Qawwali music to international audiences, earning him a title of "Shahenshah-e-Qawwali". This tributary article covers different aspects and perspectives of Khan's life.

Dr. Khalid Sultan is the Head of Mass Communication Department, College of Applied Sciences, Nizwa, Ministry of Higher Education, Sultanate of OMAN. He has worked on ***Linking Islam with Terrorism: A Review of the Media Framing since 9/11***. According to him Considerable literature is available to believe in the idea that media construct reality by presenting a mass mediated view through framing, shaping and portrayal. Such obsession seemingly is tinged with negative signifiers when it comes to Islam/Muslims presentation in the media. Based on the contemporary literature, this review article examines the theoretical foundations of the media framing of Islam/Muslim, terrorism and the West discourse and presents an overview of the main causes and effects. In analyzing the contributions from the existing research, this paper addresses the following four areas: (1) Manipulative role of the mass media (2) Covering terrorism—Media use of frames (3) Anti-Muslim sentiments in the West—the media signification of Islamophobia (4) Media and terrorism: A dangerous symbiosis against Islam.

Farrukh Nazir and Muhammad Bilal Bhatti have conducted their research on ***Impact of Political Satirical Shows on Political Socialization: An Analysis***. This study was conducted to analyze the impact of political satirical shows on the political socialization. The



second objective was to find out the impact of the political satirical shows on the political awareness. The third objective was to find out the impact of political satirical shows on the voting behavior. The fourth objective was to study whether the viewers perceive the information provided through the political satirical shows as trust worthy or not. And the final objective was to find out that among Geo, Aaj, and Dunya television which channel political satirical shows have more impact on the viewers than any other. A survey of the randomly selected 300 youth was conducted from the capital of Pakistan, Islamabad. The results indicated that; increase in viewing the political satirical shows will increase the level of political socialization and the political awareness. The results indicated that there is no significant relation between viewing the political satirical shows and the voting behavior. There might be some other influential factors on the voting behavior that must be studied in the further research. The researcher also found that viewers of political satirical shows perceive the contents of such shows trust worthy and credible. Finally, the research revealed that the Geo television political satirical shows have more impact on the viewers' political socialization than such satirical shows of any other channel.

***Coverage of Pakistan General Election 2008 in Leading Pakistan English Newspapers: Exploring Agenda Setting*** has been articulately written by Javid Ahmed and Dr. Shahid Hussain. The paper identifies the patterns of 2008 general elections coverage in three leading English dailies The News, Dawn and The Nation. It examines the editorial policies and trends in the light of agenda setting and framing theories. The editorial pages of daily Dawn, The News and The Nation were selected to examine variables frequency, placement, slant and framing. The researchers conducted content analysis of editorial pages for two months of these newspapers from 01-01-2008 to 28-02-2008. Result of the study elaborates that daily The Nation allocated more space than daily The News and Dawn. Daily The Nation and The News are being regarded as a political organ in the country politics while Dawn is treated as an ideological daily in Pakistan.

Muzamil Ahmad Baba has written the article ***A Comparative Study of Celebrity & Non-Celebrity Endorsed Social Advertisements in India***. The research deals with social advertisement with celebrity endorsement that has tremendous potential to change the behaviour of general public towards a particular social cause. These advertisements get attention easily from general public and can be proved very beneficial in highlighting social issues prevailing in our society. This study seeks to compare and understand effectiveness of celebrity and non-celebrity social advertisements. It explores opinions from residents of Hyderabad India regarding social advertising endorsed by celebrities and non-celebrities. Celebrity endorsed advertisements are more effective in terms of visual appeal, transmission of the social message, content etc. This paper tries to highlight to what extent celebrity endorsed social advertisements are more effective than non-celebrity endorsed social advertisements.

***Minorities in Pakistan: Role Of Pakistani Private TV Channels in Highlighting Minorities' Rights*** is the research done by Amber Mubeen, Dr. Arshad and Rabia Qusien. They are of the view that Religious minorities in Pakistan "are believed to be much more than the estimated figures of 5 percent of Pakistan's 160 million population". Minorities were enjoying good relationship with Muslim community but since few years some violent incidents resulting in destruction of the life and property were reported by media. Being a forth state of a society, media is expected to present all marginalized groups within it and to



give an account of all incidents in a responsible way. This study finds out the role of Pakistani TV Channels to highlight minorities' rights in Pakistan and to create harmony among all groups residing in the country. Data analysis shows that respondents find private TV channels quite vocal to give them awareness about minority rights and to share the incidents in a neutral way but respondents do not find private TV channels active in creating harmony among different minorities 'groups.

Prof. Dr. Syed Abdul Siraj, Asad Munir and Maryam Tahira Gondal have conducted an exclusive research on a very contemporary problem *Impact of SMS Texts on Political Attitude of Youth*. The research proposed that the SMS have become an important source of infotainment besides being only a channel for communication. Youth especially is an active consumer of this communication technology. This study was planned to explore whether there is any relation between the exposure to the political communication and propaganda messages and attitudinal change in college students of graduate and undergraduate level. It was also aimed to investigate the perception of college students regarding change in political attitudes caused by exposure to political SMS texts. This study was designed to accomplish the objectives such as "to explore the relation between political SMS propaganda texts and the attitudinal change in the college students" and "to verify if SMS prove to be an effective tool of political communication, persuasion and propaganda". On the basis of the results and findings, it is concluded that the exposure to SMS based political texts has the capability to change the political attitudes of young college students. Students are heavily relying on SMS based information and they believe in it as to be their personal medium of expression. Still it cannot be predicted that such campaigns can change the voting behavior too because of so many other social, economical and religious factors in Pakistan. So it is concluded that exposure of SMS based political information causes change in political attitudes of college students.

*Working under the shadow of Taboo & Blasphemy: Coverage of Minorities in Pakistani Press under the Blasphemy Law* is the study conducted by Tabinda Sadiq. She is of the view that the controversial murder of Governor Punjab Salman Taseer lead to many questions on the role and responsibilities of Private media with reference to the blasphemy issues in Pakistan. The basic objective of the paper was to investigate the coverage given to issues of minorities, to highlight the sensitivity of blasphemy issue and to examine the media role in this contest. In general this research found that very less coverage was given to minorities in the year. However, the results suggest that all the newspapers gave positive coverage to the minority groups.

Finally a research on *Representation of Trivial Issues and Characters in Pakistan's Print Media: Analysis of The News & Daily Jang* was steered by Maryam Zahra and Ayesha Sadaf focusing to analyze the presence of nonissues and unwanted characters in Pakistani newspapers. Study's main aim is to highlight the reason behind presenting trivial issues and characters in newspapers and what kind of tactics have been used by newspapers for representation. Researchers chosen papers of large circulation under same ownership as 'Daily Jang' and 'The News' from January 1st 2014 to 30<sup>th</sup> June 2015. Front page of every second day of newspapers has been analyzed with the help of coding sheet. Results indicate that English newspaper print less stories on trivial issues and characters, although the number of news stories on trivial issues was low but coverage was strong.