

### Note from Editor

I welcome you very warmly in Global Media Journal Pakistan's issue spring, 2015. 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.

**Promoting Tourism in West Africa through Newspaper Constructionism, Framing and Salience: A content analysis of Selected Newspapers in Nigeria** has been written by Godwin B. Okon who teaches in a Nigerian public sector university. This study focused on the potentials of the mass media, with special highlights on newspapers, to favorably project the tourism industry in West Africa with a view to not only attracting Foreign Direct Investments (FDIs) but also commanding a huge traffic of tourists to the sub-region. Findings revealed that the coverage given to tourist sites in West Africa by the newspapers studied was significantly shrift. It was also found that the inability of the newspapers to constructively package tourist sites in West Africa is among the reasons why the sub-region is still not where it should be in the tourism business. It was therefore recommended that the Nigerian press should adopt a regional approach to tourism development by focusing content on tourism and allied issues of great tourism concerns in West Africa while encouraging content that serves to uphold cross border tourism

Prof. Dr. Usha rani Narayana has worked on **Mainstreaming Women in News-Myth or Reality?** According to her Women constitute half of the world populations but continue to suffer at the hands of male dominated governance, policy, economy, technology and media. Media has not yet recognized the voice of women in news and therefore needs to be sensitized to the gender mainstreaming. The huge presence of media has not made a difference to gender inequality. Paradoxically, media do not care an ounce for the opinion of women on any issue including women's issue. Rape news in media is getting more descriptive and visual and has shamelessly become the staple diet of media. Arushi murder case and Nirbaya gang rape news stories not only shook the conscience of the world but also exposed the vulnerability of the mainstream media. 21<sup>st</sup> century may be dubiously categorized as the era of women becoming the principal capital of media economy in general and TV economy in particular. The presence of women in news is still on the periphery facing bottlenecks to join the mainstream. Social media may become the new medium of free speech and expression for women. Further, the rural women have become journalists and have shown insight into the breaking of media stereotype.

Dr. Rabia Ali, Muhammad Abo Ul Hassan Rashid and Malik Maliha Manzoor have conducted their research on **Facebook as a Tool for Promoting Global Social Relationships**. This study was conducted to explore the importance of facebook as a tool for promoting social relationships and bonding people across the world. The study examines the relationship between use of facebook, a popular online social network site,

and the formation and maintenance of social relationships. The population of the study was Azad Jammu and Kashmir (AJK) University and the sample size was 370 students. For data collection quantitative methods were used. The findings illustrate that social media (facebook) is emerging as an important tool to promote global social relationships irrespective of geographic, racial, religious and ethnic differences.. By doing this the social media in general and face book in particular makes a significant contribution in overcoming the divisions based on the notion of the “West and North” or the First World and the Third World. The results from the study show that usage of facebook is common among university students and different students use facebook for different purpose. The relationship between the two selected variables (facebook has connected people across the world and it is a useful source for promoting social relationships) showed a strong association.

***Coverage of India as Most Favored Nation (MFN) in editorial pages of Pakistani leading National dailies*** has been articulately written by Shah Nawaz. The news contents of daily Jang and the daily Nation were analyzed on framing of “Most Favored Nation” (MFN) status to India by Pakistan. The study was done for testing empirically the perception of common Pakistani citizen about the daily Jang pro and the daily nation biased coverage of Indian trade relations. The framing of newspapers was analyzed through content analysis of editorials and columns of selected news papers in the timeline of six months from November 2011 to April 2012. Findings indicate that during whole period of study the daily Jang gave positive and the daily the Nation gave negative coverage to the issue.

OGUNLADE, O. *Olufunmilola* PhD and AMOSA, A. Alsea have written the article which deals with ***Effect of Audio Instructional Package on Basic Pupils’ Performance in English Pronunciation Skills in Ilorin, Kwara State, Nigeria***. This study was geared towards finding out the effect of an audio instructional package on basic school pupils’ performance in English pronunciation skills in Ilorin, Kwara State, Nigeria. The study investigated; the differences in the achievement of pupils taught using audio instructional package and those taught using the expository method and their achievement based on gender. Intact classes of two basic schools were selected from two different public primary schools form Ilorin south and Ilorin west local government areas, Kwara State using the purposive sampling technique. The two sampled schools comprised 60 pupils who were randomly assigned to treatment and control groups (30 pupils in each group). The findings indicated that the pupils taught using the audio instructional package performed significantly better than their counterparts taught using the expository method. Also, there was a significant difference in the achievement of pupils in experimental group based on gender. Based on the findings, it was recommended that; the audio instructional package should be employed to enhance pupils’ pronunciation skills in English language.

At the end a book review is included to nourish your thoughts.