

Note from Editor

I am pleased to welcome you warmly in Global Media Journal Pakistan's issue Spring 2016. GMJ- Pakistan Edition (HEC Recognized) 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) ,Cite Factor and InfoBase index 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 inception, 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 an opportunity to relish your thoughts with 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.

Influence of Social Networking Sites (SNSs) on the Interpersonal Relationships Youth: A Study Bangladesh Youth has been written by MahabubrAhman. The author is an Assistant Professor in Department of Mass Communication and Journalism, University of Rajshahi, Rajshahi-6205, Bangladesh. The present study is placed in this context to examine the influence of SNSs on interpersonal relationships of youth of Bangladesh. Case study based on questionnaire interview method has been applied to find out the answer of the research questions. It has been found that usage of SNSs has effect on interpersonal relationships of youth, particularly with their members of family, friends and teachers. It has been also found that due to the availability of SNSs the communication between youth and their family members, between youth and their friends has increased. In this study youth SNSs usage patterns, their purpose of SNSs usage, the amount of the time they spend, their preferred SNSs, degree of their trustworthiness of online friends and much more interesting aspects have been dealt keeping the scientific research as base. It provides an outlook for investigating the technological implications on society in the domain of Communication.

Omotayo Obielodan PhD and Olawale K. Tijani have conducted their research on ***Students' Impression about Educational Tablet: Case of Opón-ìmò in Osun State, Nigeria***. This research examined secondary school students' impression about educational tablet: case of Opón-ìmò in Osun State , Nigeria. The study employed descriptive method of the survey type. Sample was drawn from senior secondary school 3 across the state using purposive sampling technique. In all, 668 students participated in the study. A researcher-designed questionnaire was validated by two educational technologists and one English language instructor. The instrument was evaluated for its reliability using Pearson correlation; a reliability coefficient of 0.87 was recorded. Data was analysed using frequency counts, percentage, t-test and ANOVA. Findings showed that students had positive impressions about Opón-ìmò (75%), gender had no significant influence on students' impressions about Opón-ìmò ($t = (666) = 1.89, p > .05$), school location had no significant influence on students' impressions about Opón-ìmò ($F (2, 665) = 1.287, p > .05$). This study concluded that students had positive impressions about the tablet and that

gender and school location had no significant influence on students' impressions. The study recommended that the government should encourage the continuous usage of the tablet across the schools within the state.

Conceptual Analysis and Understanding of Press Freedom from Bangladesh Perspective has been written by Aminul Islam and Mashihur Rahman A. Their research work explores the conceptual dynamics of the phenomenon from Bangladesh perspective. Indicators of press freedom, developed by Freedom House and Reporters without Borders, have been analyzed to understand the phenomenon. A multi-method approach has been used to collect relevant data through email questionnaire survey, interviews of journalists and journalism academics and from group discussions of journalism students. The article concludes that press freedom in Bangladesh is largely the freedom of media owners, not of the working journalists. Multiple actors—government, corporate bodies, and even the media owners—play key role in restricting freedom of the press in the country.

Dr. Sajjad Ahamad Paracha, Muhammad Saeed and Sajjad Ali have worked on ***Public Perception Regarding Militancy in FATA: A Case study of Khyber Agency***. The aim of this research was to investigate the public perception of the residents of Khyber Agency (FATA) about the causes, effects and elimination factors of militancy in the area. The researchers collected data from the three Tehsils of Khyber Agency called Barra, Jamrud and Landikotal, from both males and females. A questionnaire was used for the data collection to find out the opinion of the residents, while a simple random sampling technique was used. The results revealed that sectarianism is existed in FATA particularly in Khyber Agency due to the causes of corruption, non-mutual cooperation, double standard policy and black laws (FCR). It was also disclosed that American pressure is major cause in the dialogue failure. The finding also unvalued that the residents were effected both physically and psychologically by the militancy. The results also explored that because of militant attacks, clashes, suicides, ransom, kidnapping and car lifting, people of the area facing damages for their lives, families, houses, livestock's and convinces. The results of the Chi-Square tests also disclosed that the proportion of males who explore the causes of militancy is significantly different from the proportion of females who explore the causes of militancy. There appears to be no association between causes and gender. It has also explored that there is no significant association between gender and the community responsible for drone strikes in Pakistan. The Chi-Square findings also unveiled that there is no relationship between the causes of failure of military operation on the gender bases. It has also disclosed that there is no association between gender and favor of dialogue with militants. The results of Chi-square also revealed there is no relationship in the viewpoint of Pak-Afghan cooperation against militants in Khyber Agency on the base of Gender.

Research on ***Women Harassment at Workplace: A Study of Pakistani Television Channels*** has been conducted by Anjum Zia, Sumera Batool and Zaeem Yasin. Their study explores the contemporary status of women harassment in Pakistani media industry taking alongside theoretical consideration of liberal feminism theory. An empirical method was adopted and in-depth interviews were conducted with media employees of both genders at television channels of the country. The study examined six core dimensions of harassment including working environment of the organization, male dominance, women harassment at workplaces, stereotype thinking patterns about women, offensive remarks on appearance of female colleagues and reporting of harassment issues to explore the current situation of women harassment in television channels of high repute.

Findings of the study revealed that regardless of their ample role in thriving Pakistani media, women journalists are facing harassment at their workplaces but majority of them lesser likely to report harassment issues. Existence of stereotype thinking patterns about women and offensive remarks about appearance of women point towards severity of situation about women harassment at Pakistani media industry. Interestingly, despite male domination in media industry, general environment of media organizations is reported as satisfactory at large, whereas research concludes with highlighting areas for people working within and outside media organizations to eradicate harassment at workplaces.

Dr. Shahid Hussain's research paper deals with *Media Treatment of the Internally Displaced Persons from Swat*. The paper explores that how three leading English newspapers of Pakistan, i.e. Daily Dawn, Daily The News and Daily The Nation treated the issue of the Internally Displaced Persons (IDPs) from Swat, which was resulted after the military operation in the Swat valley, which was part of the war on terror after 9/11 incident. The content analysis of news stories on front and back pages and editorials of sample newspapers for a period of three months after the crisis started in Swat highlights the facts that how the media treated the great crisis situation of the Internally Displaced Persons. Total number of stories and editorials analyzed in study about IDPs was 270, out of which there were 219 News Stories and 51 editorials. The help of Media Framing Theory has been sought to study the Research Questions and substantiate the Hypotheses. The News overall gave the space to maximum number of News Stories and Editorials by publishing a total of 101 stories while Dawn gave the smallest coverage to the issue. The topic 'Government's Support' got the largest coverage, while the topic 'Opinion Leaders' got the minimum coverage in the three newspapers. It is important to note that there was not found any significant difference in the mean story lengths in various categories of the study including Slants and Frames.

Wajid Zulqarnain and Dr. Taimur-ul- Hassan's research work deals with *Antecedents of Job Satisfaction in Pakistani Media Organization*. The primary aim of this research was to analyze the impact of Job Security, Rewards and Editorial Autonomy on Job Satisfaction levels of television (TV) journalists of Pakistan. Purposive sampling method was employed using an adapted questionnaire to make quantification of data more conceivable and data was collected from 154 TV journalists working in private television channels of Rawalpindi and Islamabad, Pakistan. The data was analyzed using correlation and regression analysis. The impact of Job Security on job satisfaction was found to be most significant followed by Rewards and Editorial Autonomy. This research helped in identifying individual perceptions of TV Journalists contributing towards their job satisfaction and concluded that in order to increase the job satisfaction, job security is the most critical factor to be considered. Private TV channels while employing TV journalists need to take into account the factors highlighted in this research in order to contribute towards the overall effectiveness of the organization as a whole.

Dengue Campaign and the Youth Behavior: A Study of Fear Appeal Impacts has been written by Salma Umer, Muhammad Juniad Ghouri, Khalid Sultan and Muhammad Shahzad Yousaf. The study at hand is an effort to find out if the media has helped people be aware of the disease and take recommended preventive measures against the disease or not. This study is based on the theoretical foundations retrieved from the Health Belief Model proposed by U.S. social psychologists Hochbaum, Rosenstock and Kegels in 1950s. Scholars referred this model as risk learning model because the goal is to teach new information about health risk and the behaviors that minimize those risks. The researcher has focused on university students from

Faisalabad as respondents to find out how they felt about and behaved after being exposed to the media campaign containing fear appeals.

Role of Media in Highlighting Energy Crisis (A content Analysis of the editorial pages of Urdu and English Newspapers of Pakistan) has been written by Babar Hussain Shah who is a faculty member at Allama Iqbal Open University, Islamabad, Pakistan. This study examines how four leading Urdu and English newspapers (The Daily Jang, The daily Nawa-i-Waqt, The News and The Nation Pakistan newspapers) cover energy crisis. To conduct this research content analysis was used for analyzing media texts. The total number of editorials, columns, letters to editors, cartoons published in the four dailies in the months of June 2009 to November 2009 was the sample size. Different frames and slants were observed in this research regarding energy crisis. From the observation of frame it is quite clear that the frame which was mostly portrayed was Bad governance frame. The frame with the least number of editorial content was Good governance frame. Unfavorable slant was found significant. The issue which was mostly discussed in editorial content was the issue of load shedding. Urdu newspapers provided more coverage to energy crisis than English newspapers.

Impact of Internet on Social Capital: Testing Putnam's Theory of Time Displacement in the Urban Pakistan has been written by Professor Syed Abdul Siraj who is Dean, Social Sciences & Humanities at Allama Iqbal Open University, Islamabad Pakistan. He is also Chairman in Department of Mass Communication. This study analyzes the usage of internet by the young and impact on the relationship with the social capital and interpersonal behavior. It is found that excessive use of Internet decreases the want for face-to-face communication with family members and close friends, thus Internet users are losing some of the vital aspects of their life such as: family relationships and friendships which is severe threat for maintaining the fabric of society, particularly, tradition society.

There is a book review at the end to enlighten and nourish your thoughts. It is hoped that you will find this issue quite interesting and relevant. Your suggestions and queries will be welcomed. You can email us your queries/suggestion at the following email addresses: professorsiraj58@yahoo.com and babur_syed@yahoo.com.

***Professor Dr. Syed Abdul Siraj
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