

Note from Editor

It gives me immense pleasure to welcome you warmly in Global Media Journal Pakistan's issue Fall 2015. 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.

Impact of Selected ICT Presentation Modes on Students' Performances in Secondary School Economics in Oyo State, Nigeria has been written by Olawale K. Tijani. The study investigated the impact of ICT presentation modes on learning outcomes of secondary school students in economics. It also examined students' attitude to economics as a subject and attitude to ICT presentations. Through purposive sampling method, 150 senior secondary school students from three schools were selected from Ibadan metropolis of Oyo state in Nigeria. Based on the findings, the study recommends the adoption of ICT presentation modes for instructional delivery in Nigerian secondary schools.

Prof. Dr. Muhammad Ashraf Khan and Sadaf Zahra have conducted their research on ***Presentation of Muslim Women in Western Print Media: A Content Analysis of 'Time' and 'Newsweek'***. The study was intended to explore the overall treatment of Muslim women by newsmagazines 'Time' and 'Newsweek'. Content analysis of data published in the newsmagazines concerning Muslim women was analyzed within the dimension of categories, frames, tone and themes. Results of the study instigated that progressive Muslim women were positively while oppressed women were negatively discussed. Furthermore, their education, Social Status and Achievement etc. were mainly highlighted.

How Pakistani and the US Elite Print Media Painted Issue of Drone Attacks: Framing Analysis of the News International and the New York Times have been written by Atiya Dar and Dr. Shahzad Ali. The study examined the editorial treatment of drone attacks in mainstream newspapers of Pakistan and the United States in the mirror of framing theory. The overall findings based on framing analysis of 190 editorials, 120 and 70 leading articles appeared in the News International and the New York Times respectively published in the period of five years i.e. January, 2008 to December 2013. It was explored that both the selected newspapers, specially the New York Times framed the drone attacks by considering foreign policy and

national interest of their respective countries. The News International presented the issue in critical tone by supporting popular public sentiments against drone attacks and its implication in the context of collateral damages and sovereignty of Pakistan. The selected Pakistani newspaper projected the coverage of drone attack by attributing unfavorable frames whereas American newspaper used favorable tone while discussing the justification of use of drone attacks in its leading articles.

Md. Satil Siraj has worked on *Exploring the Prospects of Community Radio in Bangladesh in Preventing Human Trafficking and Unsafe Migration: a Study on Radio Mahananda 98.8 fm.* This study explores the prospects of community radio (CR) in the context of Bangladesh in preventing human trafficking and unsafe migration. Specifically, this study assesses the prospects of Radio Mahananda 98.8 FM in this connection. This study reveals that Radio Mahananda 98.8 FM can be termed as the pioneer of the community radio stations in Bangladesh for fighting against trafficking and unsafe migration. As a part of fighting against trafficking and unsafe migration, Radio Mahananda 98.8 FM regularly broadcasts Public Service Announcements (PSA) and a monthly magazine program titled Swapner Thikhana (Address of Dream). It has been evident that the PSAs and the magazine program related to TIP and unsafe migration regularly appeared on Radio Mahananda 98.8 FM has gained attention of most of the listeners. The listeners also opined that those PSAs and the magazine program can benefit people to make them alert regarding TIP and unsafe migration. As the magazine Swapner Thikhana and the PSAs are considered as useful and effective, the respondents are also feeling the urge for continuation of the programs. They think because of the programs of RM regarding this issue, people can become aware on the TIP and unsafe migration and they can also get available information in this regard.

Hazardous attraction: External-to-vehicle distraction caused by billboard advertisements in Lahore has been written by Ayesha Hasan who is a PhD scholar in Australian University. This paper gauges external-to-vehicle driver distraction caused by billboard advertising in Lahore, one of the provincial capitals of Pakistan and a metropolitan with its population increasing at a record rate. One thousand respondents filled a survey questionnaire that was designed to answer research questions about distraction caused to drivers by roadside billboard advertising. Results supported the argument of this paper and revealed a link between placement of billboard advertisements and road accidents in Lahore.

Muhammad Ilyas's article is about *Media Usage in Academia: Exploring the Preferences of Public Sector University Teachers* and it is a graduate paper. The researcher figured out that majority of the teachers of public sector universities in Faisalabad preferred the Internet on any other medium for education. Those teachers used the Internet for social interaction, getting information and entertainment, but their primary and main objective to use the Internet was educational.

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

Professor Dr. Syed Abdul Siraj
Editor, Pakistan Edition