



Abstract Book

AMCAP International Media Conference

Media Education in Pakistan: Challenges and Opportunities

28th February 2019

at Department of Media Sciences

SZABIST Islamabad Campus



International Conference - 2019

Media Education in Pakistan: Challenges and Opportunities

Ever changing technology is constantly altering the media landscape all over the world. One cannot avoid the impact of technology in every sphere of life including media education and practices; posing new challenges to its symbiotic relationship. On the one hand, there are high expectations from the new means of communication, on the other hand, there is an increasing skepticism due to monopolies of the corporate world. The increase in the media education institutions and media outlets throughout the world, indicate that the landscape is full of challenges and opportunities. A need in media education to identify and conceptualize the challenges, formulate appropriate policies, devise effective strategies, and utilize available resources to convert the challenges into opportunities is increasing day by day.

In an integrative spirit, through dialogue and deliberations with all the stakeholders, the AMCAP International Conference 2019 aims to collectively produce content to serve as a guideline in media education to develop it both as a social science discipline and as a professional degree.

The conference is being organized to promote cooperation in academic education and research in the field of Media Education, by the Association of Media & Communication Academic Professionals

(AMCAP), Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST) and Higher Education Commission of Pakistan (HEC).

Though the challenges to media education are numerous this conference focuses on three themes. First theme of the conference address how new media has changed the traditional media landscape across the world and how we need to fully conceptualize and incorporate these challenges in our media education. Scholars are still grappling with the emerging scenario, new media theories, and models, relevant research methods, compatible skills to explore the opportunities in the cyber world.

The second theme of the conference focuses on emerging ethical issues in media with an objective to collectively produce content that can serve as a guideline in media education. The contemporary world is facing increasing tensions and conflicts across the globe. Though the communication technology has compressed the time-space distancing, the world is still fragmented as we are not consciously bringing common values to work for peace, harmony, and a common good. Due to corporate world monopolies, regulating media through ethical values is a great challenge to media education.

Theme three is about conflict communication. Conflict is inevitable in all societies and across relationships. Conflict is not necessarily a negative scenario; it may lead to positive developments and constructive environments where communities can actualize their potentials. Conflicts are of different types which need different communication strategies, approaches, tools, and measures depending on the context, situation, and expectations. Scholars from different parts of the world have

conceptualized conflict communication in their own perspectives; often reducing it to binary oppositions, identifying the “other” as an enemy. In conflict communication, there is a need to perceive the “other” with a different but positive identity.

Conference Themes

Following are the key themes and sub-themes proposed for CFP and working group deliberations:

Theme 1: New Media Challenges and Opportunities for Media Education

- Collapsing of traditional theories
- Emergence of new theories
- E-journalism: Points of convergence and divergence
- Popular genres and content on new media
- New media and big data
- New technologies, new research trends
- Gender and cyber entrepreneurship.

Theme 2: Emerging Ethical Issues in Media: Challenges in Media Education

- Cyberbullying and harassment
- Freedom of expression and ethical dilemmas
- Taming the untamed: Political economy and media ethics
- Cognitive dissonance and media ethics
- Infotainment and ethics
- Reinventing ethics for new media?

Theme 3: Conflict Communication: From Challenges to Opportunities

- Imagining futures: The 'other' not as an enemy
- Cybersphere, public sphere, private sphere: Pros and cons of conflict communication
- Gender and conflict communication
- Citizen journalism and conflict communication



International Conference - 2019

Media Education in Pakistan: Challenges and Opportunities

SZABIST: The conference host

Department of Media Sciences:

In the 21st century, media in all its forms, print, TV, radio, film, video, digital, virtual, and mobile has increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Our degree programs in Media Sciences are designed to help undergraduate participate productively both as practitioners and scholars in this exciting and challenging environment. The Faculty of Media Sciences at SZABIST offers undergraduate program in all field of media including Film & TV Production, Advertising Strategy & Design, and Journalism. SZABIST Media Science motivates the student to polish their skill in the respective field and has unique like prism reflecting the manifold shades of learning and co-curricular activities. The vision to provide innovative and quality education with high standards to achieve academic excellence is the salient feature of SZABIST Media Sciences. Four years degree offers wide range of innovative courses which train students on professional lines in the media convergence era. SZABIST Media Sciences arrange Media Festival at end of every semester where students get chance to exhibit their work related to arts,

photography, design, theatre, music, film and documentary. This end semester display is an opportunity for students to showcase their projects and get feedback from field experts. SZABIST Media Department at Islamabad campus is also a trend setter in twin cities of Pakistan, having state-of-the-art production facilities, spacious campus radio, full fledged mac lab, Art gallery and theatre hall to excel their proficiency which helps them to collaborate with design houses, production houses and industry partners. SZABIST media students are well positioned in diverse careers in the media industry and communication sectors and contributing their efforts for boosting of media industry in Pakistan.

Message from SZABIST Head of Islamabad Campus

Mr. Khusro Pervaiz Khan

Greetings!

Welcome to SZABIST Islamabad on the momentous occasion of the 1st International Media Conference on “Media Education in Pakistan: Challenges and Opportunities to be held on 28 February 2019. Media enjoys a foremost role in today’s world. Its



influence has crossed time and boundaries. Media’s contributions in enhancing universal awareness have rendered the world more of a global village inhabited by the global community. Research and planning is a prerequisite for social, cultural, and economic development. Media Sciences Department of SZABIST Islamabad deserves applause for the endeavor to contribute its best to research and development as a mission of national priority by preparing youth for the emerging challenges and opportunities in the wake of fast technological advancements and continuing evolution in media choices and roles. The Department integrates strong research culture by maintaining and retaining useful and mutually enabling interaction and collaboration between academia and industry.

This international Research Conference is part of the department’s tireless efforts towards delivering internationally competitive education in academically conducive environment. The contemporary issues and practices in areas of media education in Pakistan necessitate probing into

current research studies and sharing the current and connected issues which need a holistic and collective attention. I am sure that the conference will go a long way in deepening our intellectual landscape. By addressing the emerging challenges and current opportunities, the learned delegates and guest speakers from around the globe will enlighten the participants with their views on the opportunities and challenges faced by academia in Pakistan in imparting media education to the youth. It is expected that this esteemed assembly of scholars will deliberate on possible solutions to the present day challenges faced by Media Industry.

Message from the Conference Convener, Dr. Wajid Zulqarnain

Dear participants, it is indeed a great pleasure to welcome you to International Media Conference 2019 organized by SZABIST Media Sciences in collaboration with AMCAP and Higher Education Commission of Pakistan. The theme of the conference is Media Education: Challenges & Opportunities. Media today in all its forms has permeated every aspect of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Therefore I am optimistic that the conference will address this academic gap and surface some meaningful outcomes that will enable media practitioners to tackle the challenges in media education. Also, the discussions from this conference can lead towards better solutions, which can be part of course structures in the media institutions and can also help understand the challenges and issues related to technological advancement and paradigm shift in the world of media. The attendees of the conference include media leaders who are going to travel to the conference venue from all corners of the globe and represent a broad range of disciplines and perspectives. There is variety of presentation options and session types which offer opportunities for participants to share their research, discuss key issues in the field, and build relationships, most importantly students who want to have clear head in the challenges and opportunities related to media.



AMCAP: An Introduction

Media education should be a deliberate effort to bring about an organic relation between the individual and the society to which he or she belongs, and this can be achieved through an orderly transmission of the collective experience of the social mind from generation to generation. For this, foundations were laid out years ago by Allama Muhammad Iqbal and his school of thought. By following those foundations we can go far beyond acquiring a balance between modern ideas and the character of our culture, and actually arrive at a clear perception of a transcendent unity between the two.

There is a need that media educators in Pakistan keep pace with the progress of modern ideas while retaining distinct character of their own culture and keep learning latest advancements in the field of mass communication, media and journalism. Therefore, considering these needs, mass communication educators and scholars must have a common forum of collective growth and opportunity in the world of contemporary media and communication studies.

The Association of Media and Communication Academic Professionals (AMCAP) has been founded to meet these needs. It is an independent association to organize media educational forces of Pakistani society into a central institution for this larger purpose where mutual exchange of knowledge will benefit all.

AMCAP is the initiative of media academicians who endeavored to bring media and communication academic professionals across Pakistan to

synergize their efforts in improving media education and research. It is an effort to develop liaison with the media industry.

Vision:

- ❖ A dynamic common forum for collective growth and opportunities in media and communication for educators and scholars.
- ❖ A collaborative platform to promote culture of research contributing in the creation of knowledge in media and communication field.
- ❖ An extensive resource of media and communication education and research.
- ❖ A vibrant association for the networking of national and international media academics.

Message from the President AMCAP, Dr. Bushra Hameedur Rahman

One of the ways in which God has manifested His blessings is by giving human beings the ability to think and speak. He has given them the choice to exercise their ability to either use it to integrate humanity or disintegrate it. We have seen that in the past, whenever human beings used this blessing wisely, humanity as a whole benefitted.



Our belief in the mankind to make the right choices and chalk their own destiny for the wellbeing of the entire humanity should never become weak. What is required today is to make conscious right choices with collective wisdom and collective actions.

Conference Organizers

		
<p>Dr. Bushra H Rahman, Associate Professor Institute of Communication Studies, University of the Punjab; President AMCAP</p>	<p>Dr. Abida Ashraf, Assistant Professor Institute of Communication Studies, University of the Punjab; Vice President AMCAP</p>	<p>Dr. Wajid Zulqarnain, Assistant Professor Program Manager, Media Sciences, SZABIST, Islamabad</p>
		
<p>Mr. Zaeem Yasin, Lecturer, Lahore College for Women University; Finance Secretary, AMCAP</p>	<p>Mr. Fahad Mahmood, Assistant Professor Institute of Communication Studies, University of the Punjab; General Secretary AMCAP</p>	<p>Dr. Sumeera Batool, Assistant Professor, Lahore College for Women University; Executive Member, AMCAP</p>
		
<p>Ms. Shazia Saeed, Assistant Professor, Islamia College, Lahore Executive Member, AMCAP</p>	<p>Ms. Sabahat Afsheen, Executive Manager, AMCAP; Managing Editor, Journal of Media Studies</p>	<p>Ms. Lubna Khalil, Visiting Faculty, ICS, PU, Media Manager AMCAP</p>

Conference Program

Inaugural Session - 9:00 am - 11:00 am

Registration 08:00 – 9:00 am

Stage Secretary Ms. Sabahat Afsheen

09:00 – 09:05 am Recitation of the Holy
Quran

09:05 – 09:10 am Welcome & Opening Head, SZABIST Islamabad
Address by Dr. Mr. Khusro Campus
Pervaiz Khan

09:10 – 09:25 am Prof. Graham Murdock Professor, Institute for Media
and Creative Industries,
Loughborough University,
London, UK; Vice President
IAMCR

09:25 – 09:40 am Prof. Dr. Elisabeth Eide Professor, Department of
Journalism and Media Studies,
Oslo Metropolitan University,
Norway; Director JMIC

09:40 – 09:55 am Prof. Dr. B. Lee Artz Professor, Department of
Communication & Creative Arts,
Director, Center for Global
Studies at Purdue University
Northwest, USA

09:55 – 10:10 am	Prof. Rune Ottosen	Professor Emeritus, Oslo Metropolitan University, Norway
10:10 – 10:25 am	Prof. Dr. Fazal Rahim Khan	Professor, Department of Arts & Media, Foundation University, Islamabad
10:25 – 10:35 am	Dr. Bushra H. Rahman	Dr. Bushra H Rahman Associate Professor University of the Punjab
10:35 – 10:55 am	Begum Shahnaz Wazir Ali	Former Minister of State on Education & Special Assistant to PM on Social Sector; President SZABIST
10:55 – 11:00 am	Vote of Thanks by Dr. Abida Ashraf (AMCAP)	Assistant Professor, ICS PU; Vice President AMCAP
11:00 – 11:30 am		Tea Break

Parallel Session - 1A

11:30 am – 01:00 pm

Theme I -New Media Challenges & Opportunities for Media Education

Session Chair: Dr Altaf Khan

Moderator: Ms. Uzma Aleem

11:30 – 11:45 am	Dr. Ahmad Hanan, Farahat Ali, Muhammad Awais, Saba Ijaz	Cyber-Entrepreneurial Intentions and Adoption of Information Technology among Mass Communication Students
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11:45 – 12:00 noon	Tabina Sirhindi	Impact of Social Media on Women Entrepreneurship Dynamics
12:00 - 12:15 pm	Sajida Awais, M. Sulman, Dr. Afsheen Masood, Dr. Rafia Rafique	Exploring Predictors of Business Success of Female Digital Entrepreneurs
12:15 – 12:30 pm	Saba Sadiq, Dr. Sumera Batool	Perception of Youth Regarding Political Comics’ Role in the Dissemination of Political Information
12:30 – 12:45 pm	Uzma Aleem, Dr. Abida Ashraf	Journalism Curriculum in Digital Era: Integrating Journalism 2.0 in Media Education in Pakistan
12:45 – 1:00 pm	Discussion/Q & A Session	
1:00 – 02:00 pm		Lunch Break

Parallel Session – 1B

11:30 am – 01:00 pm

Theme I -New Media Challenges & Opportunities for Media Education

Session Chair: Dr. Anjum Zia

Moderator: Dr. Zahid Yousaf

11:30 – 11:45 am	Fakhrul Islam	Parental Restrictive Mediation for Social Media Use in Children
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11:45 – 12:00 noon	Hadiqa Jamil, Kiran Karamat, Amna Waheeda	Impact of New Media Technologies on the Learning Patterns of Children in Lahore Pakistan
12:00 - 12:15 pm	Dr. Sumera Memon, M. Ramzan Pahore	Uses and Gratification Theory and its Relevance with the Online News Consumption
12:15 – 12:30 pm	Ali Haider Saeed, Madiha Maqsood, Seemab Far Bukhari	Technological Affordance & Pedagogy Trends: Analyzing Educational Use of Cell Phones in Pakistani Academia
12:30 – 12:45 pm	Amir Nawaz Khan, Dr. Bushra H. Rahman	Students' Academic Learning: Remodeling the Educational usage of Facebook in Smart-Mobile Age
12:45 – 1:00 pm	Discussion/Q & A Session	
1:00 – 02:00 pm		Lunch Break

Parallel Session – 1C

11:30 am – 01:00 pm

Theme I -New Media Challenges & Opportunities for Media Education

Session Chair: Prof. Dr. Zafar Iqbal

Moderator: Dr. Shabbir Hussain

11:30 – 11:45 am	Dr. Shabbir Hussain, Dr. Inamullah Jan	Social Media, Democracy and Fake News in Pakistan: An Analysis
11:45 – 12:00 noon	Lubna Khalil	Understanding the Barriers for Digital Learning to Integrate ICT and Web Based Technology in Media

Pedagogy

12:00 - 12:15 pm	Sadia Majeed, Dr. Sumera Batool, Zaeem Yasin	Social Media and Women's Self-exposure: Opportunities and Problems in Negotiating Identities
12:15 – 12:30 pm	Arif Ahmad, Amna Malk, Fatima Hamid	Role of New Media in Educating Rural Areas (Khyber agency Pakistan): A Knowledge Gap Hypothesis
12:30 – 12:45 pm	Mahrukh Ahsan, Dr. SumeraBatool	Effects of Cyber Bullying on Self-esteem of Teenagers
12:45 – 1:00 pm	Discussion/Q & A Session	
1:00 – 02:00 pm		Lunch Break

Parallel Session – 1D

11:30 am – 01:00 pm

Theme I -New Media Challenges & Opportunities for Media Education

Session Chair: Professor Dr. Elisabeth Eide

Moderator: Ms. Sabahat Afsheen

11:30 – 11:40 am	Dr. Sameera Durrani, Sabahat Afsheen	From Australia, to Pakistan: Integrating the Digital into the Classroom
11:40 – 11:50 am	Dr. Zahid Bilal, Sobia Abid, Ayesha Siddiqua	Flourishing Media Literacy through Academic Support in the Digital Age
11:50 - 12:00	Abdul Hamid Mpoza, Madiha Maqsood	A Case for Incorporation of New Media Aspects in

noon		Pakistan Media Curriculum
12:00 – 12:10 pm	Mariam Ikram	Media Education and New Media Trends: A Revisionist Approach
12:10 – 12:20 pm	Abid Ali Butt	Utility of Mass Communication Education in Pakistan: A Pragmatic View of Media Education in the Practical Fields of Mass Communication
12:20 – 12:30 pm	Fatima Zahra, Iqra Ashraf, Saira Naik Alam, Muqdas Amin	Merger of Print, Electronic and Telecommunication Regulatory Authorities: Social and Educational Impact for Pakistan
12:30 – 1:00 pm	Discussion/Q & A Session	
	1:00 – 02:00 pm	Lunch Break

Parallel Session - 2A

11:30 am – 01:00 pm

Theme II -Emerging Ethical Issues in Media: Challenges in Media Education

Session Chair: Dr. B. Lee Artz

Moderator: Ms. Ayesha Siddiqua

11:30 – 11:45 am	Shazia Anwer Cheema	Cognitive Dissonance and Media Ethics in Pakistani Context
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11:45 – 12:00 noon	Naila Rafique, Hafsa Javed	When Freedom of Expression Turns In Hate Speech? An Analysis of Legislative Criminalization of Hate Speech in Pakistan
12:00 - 12:15 pm	Ayesha Siddiqua, Amna Zulfiqar	Cyber Ethics in Electoral Campaign: A Perspective of Political Social Media Managers
12:15 – 12:30 pm	M. Salman	Media’s Responsibility: The Role of Gatekeepers in Strengthening the Image of Pakistan
12:30 – 12:45 pm	Muhammad Yousaf, Muhammad Arif	News Media Influence on Public Perceptions of What to Think About: A Study of Agenda-Setting
12:45 – 1:00 pm	Discussion/Q & A Session	
1:00 – 02:00 pm		Lunch Break

Parallel Session – 2B

11:30 am – 01:00 pm

Theme II -Emerging Ethical Issues in Media: Challenges in Media Education

Session Chair: Prof. Dr. Abdul Siraj

Moderator: Dr. Wajiha Raza Rizv

11:30 – 11:40 am	Dr. Wajiha Raza Rizvi	Pakistani Film Censorship: Sexuality, Rebelliousness and
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Social Order

11:40 – 11:50 am	Qurrat-ul-Ann Malik	Gender Stereotyping in Media: An Analysis of Public v/s Private Broadcaster in Pakistan
11:50 - 12:00 noon	Zaeem Yasin, Sayra Hussain	Impact of Violence on Professional Commitments of Pakistani Journalists
12:00 – 12:10 pm	Ashbeelah Shafaqat Ali	Role of Media in Creating Awareness about the Smog Problem in Pakistani Context
12:10 – 12:20 pm	Niba Khalid	Media and Morality: Studying Dissonance Between Ethical Standards and Using Practices of Snap Chat Consumers
12:20 – 12:30 pm	Zehra Fatima, Suleman Muhammad	Uncensored Version of TV in Pakistan: Analysis of Netflix
12:30 – 1:00 pm	Discussion/Q & A Session	
	1:00 – 02:00 pm	Lunch Break

Parallel Session – 2C

11:30 am – 01:00 pm

Theme II -Emerging Ethical Issues in Media: Challenges in Media Education

Session Chair: Dr. Saqib Riaz

Moderator: Ms. Seemab Far Bukhari

11:30 – 11:45 am	Madiha Maqsood, Niba Khalid	Social Media and Misinformation: Effects of Meme Usage on SNS consumers
11:45 – 12:00 noon	Saima Quddoos	Role of Media Education in Journalists and their Perception about Journalism Code of Ethics
12:00 - 12:15 pm	M. Awais, Dr. Bushra H. Rahman, Farahat Ali, Amna Malik	Mocking or Joking? Analysis of the Satirical Language of Leading Infotainment Programs of Pakistani News Channels
12:15 – 12:30 pm	Sonia Akmal Qureshi, Hooria Butt, Lubna Khalil	Social Media Job Frauds and Laws of Cyber Ethics: Study of University Students as Victims
12:30 – 12:45 pm	Tehreem Azeem	Cyber Harassment Among Students in Pakistan: A Case Study of Female Students of University of the Punjab
12:45 – 1:00 pm	Discussion/Q & A Session	
1:00 – 02:00 pm		Lunch Break

Parallel Session – 3A

11:30 am – 01:00 pm

Theme III -Conflict Communication: From Challenges to Opportunities

Session Chair: Dr. Rune Ottosen

Moderator: Ms. Shazia Saeed

11:30 – 11:45 am	Amna Zareef, Naveed Ullah Hashmi, Dr. Wajid Zulqarnain	Burhan Wani, a Portrayal of Freedom Icon on Postage Stamps of Pakistan
11:45 – 12:00 noon	Zain Arshad Qadri	Gender and Conflict Communication
12:00 - 12:15 pm	Gul-e-Muqaddas	Us vs. Them: Analyzing the Editorial Coverage of Swat Conflict by Pakistani Press
12:15 – 12:30 pm	Ahsan Farooqi	Terrorist attacks on Girls Schools and its Psychological Effects on Girls Seeking to Access Knowledge in Pakistan
12:30 – 12:45 pm	Shazia Saeed, Alina Durrani, Imran Sanaullah	Framing of Faizabad Sit-in as Intra State Conflict in Pakistani TV News Bulletins
12:45 – 1:00 pm	Discussion/Q & A Session	
	1:00 – 02:00 pm	Lunch Break

Working Group 1

2:00 am – 4:00 pm

Theme I -New Media Challenges & Opportunities for Media Education

Chair: Professor Elisabeth Eide

Moderator: Mr. Fahad Mahmood

2:00 – 2:05 pm	Dr. Altaf Khan FC College, Lahore	The Future of Education in the Digitalized World
2:05 – 2:10 pm	Ms. Fakiha Hassan Rizvi Digital Marketing Consultant (independent)	Social Media Presence of Higher Education Institutions
2:10 – 2:15 pm	Dr. Salma Umber GCU, Faisalabad	New Media: Opportunities and Challenges for Media Education in Pakistan
2:15 – 2:20 pm	Dr. Abdul Wajid Khan IUB, Bahawalpur	Social Media as Educational Tool: Uses, Threats and Measures
2:20 – 4:00 pm	Discussion/Q & A Session Discussants	
	Begum Shahnaz Wazir Ali	President, SZABIST
	Dr Anjum Zia	Lahore College for Women University, Lahore

Syed Talat Hussain	Senior Analyst & Anchor person
Mr. Ammad Qureshi	Multimedia & Broadcast journalist, BBC
Ms. Amber Shamsi	Multimedia Journalist, Samaa TV
Mr. Mudassir Mukhtar	NUML University, Islamabad
Ms. Saima Wahgra	Pakistan Television, Islamabad
Mr. Usman Zafar	Pakistan Peace Collective
Mr. Masroor Alam	Riphah University, Islamabad

4:00 – 4:15 pm

Tea Break

Working Group 2

2:00 am – 4:00 pm

Theme II -Emerging Ethical Issues in Media: Challenges in Media Education

Session Chair: Prof. Professor Lee Artz

Moderator: Dr. Bushra H. Rahman

2:00 – 2:05 pm	Dr. Sadia Mehmood UoK, Karachi	Ethics in Media Studies
2:05 – 2:10 pm	Mr. Tahir Bashir PHEC, Lahore	Media Education and Ethical Deliberations
2:10 – 2:15 pm	Dr. Sadia Ishtiaq FJWU, Islamabad	Challenges Faced by Pakistani Academicians and Scholars in the Field of Media Theory

2:15 – 2:20 pm	Dr. Sumera Batool LCWU, Lahore	Freedom of Expression vs. Hate Speech- An Ethical Dilemma
2:20 – 4:00 pm	Discussion/Q & A Session Discussants	
	Mr. Farhat ullah Babar	Member Board of Governors Shaheed Bhutto Foundation
	Prof. Dr. Fazal Rahim Khan	Foundation University, Islamabad.
	Ms. Quatrina Hossain	Senior Anchor Person and Analyst
	Dr. Lubna Zaheer	Punjab University
	Mr. Ather Kazmi	Head, Hum News
	Mr. Naveed Iqbal	Lahore College for Women University
	Dr. Khalid Sultan	NUML University
	Mr. Shabbir Ahmed Wahgara	Pakistan Television
	4:00 – 4:15 pm	Tea Break

Working Group 3

2:00 am – 4:00 pm

Theme III -Conflict Communication: From Challenges to

Opportunities

Chair: Professor Rune Ottosen

Moderator: Dr. Abida Ashraf

2:00 – 2:05 pm	Dr. Pervaiz Khan KUST, Kohat	Constructing the Social Reality of Militancy in Pakistan: A Discourse Analysis of TTP Text on Social Media
2:05 – 2:10 pm	Naila Rafique	Social Media & Conflict Management
2:10 – 2:15 pm	Dr. Bakht Rawan AIOU, Islamabad	Communication and Conflict: Towards a Framework of Conflict Resolution
2:15 – 2:20 pm	Dr. Faizullah Jan UoP, Peshawar	Conflict, Media and Nation-building
2:20 – 4:00 pm	Discussion/Q & A Session Discussants	
	Mr. Khusro Pervaiz Khan	Head of Campus, SZABIST, Islamabad.
	Muhammad Ali Durrani	Former Minister of Information & Broadcasting
	Prof. Dr. Abdul Siraj	Bahria University, Islamabad
	Prof. Dr. Zafar Iqbal	International Islamic University, Islamabad

Ms. Nasim Zehra	Senior Analyst and Anchor Person
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Mr. Akmal Khan	Pakistan Peace Collective
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Mr. Zubair Azam	Hum News
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Mr. Aoun Sahi	Bureau Chief Channel 24, Islamabad
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Mr. Rehan Hassan	Riphah University
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4:00 – 4:15 pm

Tea Break

04:15 – 05:15 pm

Closing Ceremony

Stage Secretary	Ms. Sabahat Afsheen
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04:15 – 04:25 pm	Dr. Bushra H. Rahman (Recommendations)
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04:25 – 04:30 pm	Professor Graham Murdock (Concluding Remarks)
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04:30 – 04:35 pm	Prof. Dr. Elisabeth Eide (Concluding Remarks)
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04:35 – 04:40 pm	Dr. Lee Artz (Concluding Remarks)
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04:40 – 04:45 pm	Professor Rune Ottosen (Concluding Remarks)
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04:45 – 04:50 pm	Mr. Khusro Pervaiz Khan (Closing Remarks, SZABIST)
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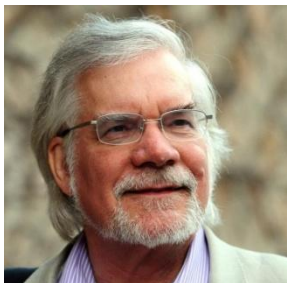
04:50 – 04:55 pm	Mr. Fahad Mahmood (Note of Thanks, AMCAP)
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04:55 – 05:10 pm	Souvenirs & Certificates
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05:10 – 05:15 pm	Conference Group Photograph
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Distinguished Speakers of the Inaugural

Professor Graham Murdock
Institute for Media and Creative Industries, Loughborough University, London,
UK;
Vice President, IAMCR



Graham Murdock is a Professor of Culture and Economy focusing advertising and broadcast industries, risk communication and Asian media. Graham's work combines critical perspectives in political economy, sociology and cultural analysis with reference to changing organisation of media and cultural systems and their relations to patterns of power, inequality and agency. His work has been translated in over twenty languages.

Prof. Graham has been honoured with visiting professorships in the universities from around the world including California, Brussels, Mexico City, Shanghai, Bergen, Stockholm, and Helsinki. He has been visiting Lecturer in China, India, Poland, Czech Republic, Italy and Hungary. He remained member of editorial boards of more than two dozen English and foreign language international research journals. He has authored five books, written more than 100 chapters in different books, and edited nine books. He has delivered over 70 keynote speeches in national and international conferences in UK and overseas.

<https://www.lborolondon.ac.uk/about/staff/graham-murdock/>

Prof. Dr. Elizabeth Eide
Professor, Department of Journalism and Media Studies, Oslo Metropolitan
University, Norway; Director Journalism and Media International Center

Elisabeth Eide is a Professor (PhD) of Journalism Studies, Department of Journalism and Media Studies (JM); at Oslo Metropolitan University and Director of JMIC – Journalism and Media International Center, Oslo. She has published/edited a large number of books, anthologies and articles within several fields of media/journalism studies, such as journalism and gender; media and climate change; conflict and war; media, migration and diversity; and

foreign reporting. She has delivered lectures in many countries across the globe, and supervised several doctoral candidates and postgraduate students. She has five novels on her credit, and co-published two non-fiction books (on Afghanistan and Pakistan). She has also worked as a journalist, and has spent two years in Pakistan. She is also part of a research group on *Media, War and Conflict*. Some of her relevant work can be found on: <https://www.hioa.no/tilsatt/elisabe>
<https://blogg.hioa.no/mekk/tag/elisabeth-eide/>



Professor Dr. B. Lee Artz
Department of Communication & Creative Arts
Director, Center for Global Studies at Purdue University Northwest, USA



B. Lee Artz (Ph.D., University of Iowa) is a Professor of Media Studies and International Communication at Purdue University Northwest, USA and teaching courses in political economy, popular culture, and international communication for the past three decades. His research agenda includes cultural hegemony, communication and democracy, popular culture, and entertainment media. Professor Artz has authored ten books including *Pink Tide: Media Access and Political Power in Latin America*; *Global Entertainment Media: A Critical Introduction*; *Bring 'Em On! Media and Politics in the Iraq War*; *The Globalization of Corporate Media Hegemony*; and *Cultural Hegemony in the United States*. He has published more than fifty articles and book chapters and presented more than ninety research papers in various conferences. At present, Dr. Artz is the Director of Graduate Studies in Communication and the Director of the Center for Global Studies at Purdue, Northwest.

<https://academics.pnw.edu/communication-creative-arts/faculty-2/lee/>

**Professor Rune Ottosen, Professor Emeritus
Oslo Metropolitan University, Norway**

Rune Ottosen is Professor Emeritus at Oslo Metropolitan University. He has also served as a professor of Journalist Education at Oslo and Akershus University College of Applied Sciences for more than fifteen years. He has worked as a journalist in various Norwegian media for many years. His research interests include press history, media coverage of international conflicts, and the journalist role.



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<https://www.oslomet.no/om/ansatt/rune/>

Prof. Dr. Fazal Rahim Khan

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Professor Dr. Fazal Rahim Khan is the Head of the Department of Arts and Media at Foundation University, Islamabad. He has been teaching at renowned Pakistani and foreign universities for more than forty years including National University of Science and Technology (NUST); Gomal University D. I. Khan; AIOU, Islamabad; IIUI, Islamabad; Umm al-Qura University, Makkah al-Mukarramah; and International Islamic University Malaysia (IIUM). He did his postdoc from Southern Illinois University, Carbondale, USA, PhD from the University of Wisconsin-Madison, USA, MS in Journalism from the University of Kansas, at Lawrence. He founded Mass Communication Research Center (MCRC) at Gomal University D. I. Khan and has

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Begum Shahnaz Wazir Ali, President, SZABIST
Former Minister of State on Education & Special Assistant to PM on Social Sector



Begum Shahnaz Wazir Ali is the President of Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad. She has an illustrious career as an educationist, development policy specialist, a member of the Pakistan People’s Party, twice elected to National Assembly of Pakistan, Special Assistant to the Prime Minister on Social Sector and a renowned women rights activist. Her career spans over a period of 37 years in the education policy and practice in

government and private sector. She served as a Senior Education Specialist in the World Bank; held the position of Minister of State for Education, Government of Pakistan; and is on the Board of a number of prestigious national and international organizations, trusts, advisory councils, educational boards, and universities including SZABIST. She has participated in many conferences, seminars, and forums on education, health, women development, population, and poverty alleviation. Her valued contribution for social causes like education for all, women rights, polio eradication in Pakistan are commendable. She actively participates for the feasibility of National Education Assessment System (NEAS) in the Ministry of Education.

Abstracts

Cyber-Entrepreneurial Intentions and Adoption of Information Technology among Mass Communication Students

Dr Ahmad Hanan, Farahat Ali, Muhammad Awais, Saba Ijaz

In recent years, dependence on Information technology (IT) has shifted business environment into digital economy. Moreover, squeezing media market and advancement in communication and information technologies have generated new markets and provided an innovative, dynamic and cost-effective form of self-employment to unemployed graduates in the shape of cyber-employment. This article aims to identify the relationship between online self-employment intentions, individuals' adoption and application of information technology (IT) knowledge. Previously, scholars have ignored the relationship between adoption of information technology, knowledge and tendency to use internet for cyber entrepreneurship purposes. The researcher tried to fill this gap in the literature. A survey approach was adopted to measure the cyber-entreprising tendency, IT adoption and IT knowledge of 180 students of mass communication of different public and private universities. The correlation analysis showed a significant and positive relationship between IT adoption, IT knowledge and individuals' cyber entrepreneurial tendency. Moreover, the results of ANOVA revealed that there were significant differences in the relationships of these variable with respect to age and gender of respondents. This is a correlational study and findings of this study may only be generalized to mass communication students. The practical implication of this study is that mass communication institutions need to incorporate IT knowledge to train their students for challenging environment of cyber entrepreneurship.

Impact of Social Media on Women Entrepreneurship Dynamics

Tabina Sirhindi

The internet has revolutionized the way people socialize, connect with each other and create and maintain relationships. It has not only impacted how we communicate and engage with each other across geographical boundaries and expose, mediate and sustain our personalities but has had a huge impression on enabling various brands, companies and organizations to uphold their unique identities and survive in an environment of cut throat competition. Where the digital media has benefited large-scale organizations, it has also provided entrepreneurs, specifically women in initiating businesses and reaching their desired target audience at a low cost. This qualitative research study employs the method of in-depth interviews to investigate the potential of social media networks particularly Facebook in empowering and facilitating Pakistani female entrepreneurs in promoting small-scale enterprises. Purposive sampling is used to select and interview a group of 6-8 women entrepreneurs involved in ventures of clothing, confectionery, cosmetics, event management, décor and handicrafts. This study aims to explore a personal account of women as entrepreneurs with respect to the ever-increasing influence of social media in providing an identity to new products and services. Moreover, it focuses on dimensions pertaining to impact of using social media on augmentation of entrepreneurial efforts, improved market share and increased reach to diverse audiences. There is a rampant use of social media to not only establish small-scale businesses but also boost trade of large-scale brands that utilize integrated-marketing communication as a means to consolidate their market position. Considering these marketing dynamics, this research also examines women entrepreneurs' perspective on

educating young students about the significance of digital media in launching small-scale businesses and a host of opportunities that can be explored through this medium.

Exploring predictors of business success of female digital entrepreneurs

Sajida Awais, M. Sulman, Dr. Afsheen Masood, Dr. Rafia Rafique

Pakistan is one of the best fitting states for promoting the concept of online digital entrepreneurship among females. Although digital entrepreneurship is a leading trend all over the world, it is pertinent to explore all the factors that may predict the business success of female entrepreneurs in the digital world. In almost all internet connected societies, the concept of utilizing social media avenues for materializing the business ventures has gained wider popularity. They are cost effective and resource efficient means with limited resource heads with which some online businesses can be launched and flourish, yet the black box of entrepreneurial success are discretely unexplored. There are numerous factors that may indicate the business success for a female digital entrepreneur; and in order to explore them, this qualitative research has been designed. The question posed by this research was what factors contribute in predicting the business success for online digital entrepreneur. The sample comprised of 20 female entrepreneurs that had managed to flourish their business through online digital medium and had been sustaining it on for the past one year or more. An interview protocol guide was developed and detailed in depth information was sought from successful female entrepreneurs. During phases of inquiry, several themes were gleaned from their verbatim including reduced overheads, access to a seemingly unlimited global customer base and increased flexibility of work, the location in the social strata, access to both tangible and intangible offline resources etc. There were several skills and behaviors stressed by female digital online entrepreneurs such as identification of opportunities, vision, courage to en-risk, flexibility, resilience, efficacious

decision making, robust approaches, team orientation, network building, technical expertise, experience, prior knowledge of business needs etc. Some of the social factors identified by them were social support, social responsiveness, assertion, and emotional intelligence that are likely to make an online digital entrepreneur successful in her business.

Perception of Youth regarding Political Comics’ Role in the Dissemination of Political Information

Saba Sadiq, Dr Sumera Batool

In the current era, social media is the most influential tool through its social networking sites. It has been utilized as a medium to communicate messages to public regarding political and social issues to motivate them for collective action. In this regard, political comics on social media are an emerging trend and effective source of political communication. Youth are the active users of social media so they rely on the social media forums to gain political information through its different sources. This study explores emerging trend of political comics on social networking sites and its role in the dissemination of political information among youth of Pakistan. To serve the purpose a survey was conducted among active users of social networking sites, to assess the impact and level of information gained by youth from political comics. These comics are found to be making both positive and negative impacts on society. Although political comics are taken as a source of entertainment but these comics underline the meaning that contained different agendas of comic creator and affected the viewers’ psychology. T Test has shown that the effects of political comics are same across both genders. The

study aims to mobilize a better and monitored social media presence of political matter, so as to thwart the propaganda.

Journalism Curriculum in Digital Era: Integrating Journalism 2.0 in Media Education in Pakistan

Ms. UzmaAleem & Dr. Abida Ashraf

Journalists have been grappling with rapidly changing media landscape due to media convergence in the 21st century (Brooks, Kennedy, Moen, & Ranly, 2004). However, it is difficult for media educators to keep up with these changes due to traditional media education curriculum (Wotkyns, 2014). Though modern digital tools facilitate journalists in fast and cost effective manners yet these benefits of digitalization cannot be utilized if journalists do not have the required Information and Communication Technologies (ICT) skills (Kwanya, 2014). Moreover, several research findings strengthen this notion about curriculum that it enables learners to develop certain skills alongwith the understanding of a particular subject.

Keeping in view these assumptions, the researchers intend to study journalism curriculum of Pakistani universities from the perspective of ICT skills development. While adopting the Participatory Action Research (PAR) approach, the researchers aim to conduct study in three cycles and involving participants and community of practitioners in three phases (Planning, Action, and Reflection) in each cycle. This study intends to analyze the content of journalism courses of undergraduate programs (16 years education) as developed and approved by HEC's National Curriculum Revision Committee (NCRC); to explore the perception of working journalists through intensive interviews; to evaluate the

perspective of media academics regarding journalism curriculum in the view of ICT skills development in cycle I, II and III respectively. The findings of cycle I and cycle II reveal the need of integration of Journalism 2.0 in journalism curriculum of Pakistani universities. Journalism 2.0 enables media practitioners to use web 2.0 technologies like blogging, audio, video, social networks, and online reporting tools along other ICT tools and software. It may further promote entrepreneurial journalism, which is need of the hour due to shrinking job market in media industry.

Parental Restrictive Mediation for Social Media Use in Children
Fakhrul Islam

The present research explores parents’ level of media literacy to access, analyze and evaluate their children’s use of internet and the restrictive mediation of social media in Johar Town, maximum internet penetrated area of Lahore, capital city of Province Punjab (PTA, 2018). A questionnaire is constructed into two parts: *a)* parents’ level of media literacy, and *b)* level of their restricted mediation to conduct a survey of 400 parents (married, divorced, widow, widower, separated) in household of Johar Town. The statistical underpinnings of ANOVA with T test and Stepwise Linear Regression are applied to explore the relationship between parent’s level of media literacy and restricted mediation of parents for the use of internet. The results of research reveal the higher the level of media literacy in parents and higher the level of restricted mediation in the use of social media in children ages nine to twelve years old. The parents’ marital status and qualification predict the significant contributors in the restricted mediation of social media use, whereas, economic status of parents is insignificant.

Impact of New Media Technologies on the learning patterns of Children in Lahore Pakistan

Hadiqa Jamil, Kiran Karamat, Amna Waheeda

The purpose of this study was to evaluate the impact of new media technologies on learning patterns of children in Lahore. To find out the role of new media technologies quantitative research was being conducted amongst two hundred and twenty parents whose children were studying in five English medium schools of Lahore that included DHA Kindergarten, DHA Education System (Junior), Kims, AL-Munir High School and SICAS. Interviews were also conducted from 30 children of DHA Education System (Junior) between the ages of 9 to 11. The findings drawn from this study were that children do incorporate technology in their studies through which they learn and seek help whenever they face difficulty. Results showed that new media technologies were a mainstream medium for education. Meanwhile, parents also believed that digital devices do facilitate the learning process of a child as it allows access to information related to their subject. Hence children are encouraged by schools and parents towards the usage of new media technologies.

Uses and Gratification Theory and its Relevance with the Online News Consumption

Dr Sumera Memon, M. Ramzan Pahore

For many decades, Uses and Gratification Theory (U&G) has widely been used by researchers, academicians and media persons. More importantly, this theory has been used in conventional media setting (e.g., offline

newspaper, television, magazine and radio). However, not many studies have focused on the assumption of U&G theory in non-conventional media setting (e.g., online media). This paper will discuss the relevance of Uses and Gratification Theory assumptions with online news media more specifically online newspaper consumption. This is because, it has been noted that theoretical assumption of active audience is not quite relevant to the conventional media. Thus, the concept of active media user is more relevant to the online news media consumption. Therefore, this paper will review the past research studies related to online news consumption and will highlight status of online newspaper/ news consumption in Pakistan. Theoretically this study will contribute to the body of literature on application of uses and gratification theory in the field of online news media consumption.

Technological Affordance & Pedagogy Trends: Analyzing Educational Use of Cell Phones in Pakistani Academia

Ali Haider Saeed, Madiha Maqsood, Seemab Far Bukhari

The advent of technological advancement has affected every walk of life and also reshaped the concepts related to academic practices. As compared to conventional pedagogy, the new ways of easier communication through digital media devices have offered diverse ways of learning for the students including: collaborative authoring; plagiarism check; group assignments sharing; effective class coordination; group discussions forums and internet browsing through customized mobile applications i.e. Google, Facebook & WhatsApp. It also provided the academicians with a broader platform for sharing ideas, preparing lectures, conducting research and coordinating with the students. As a

new concept in mass media, Technological Affordance explains the functional and relational dimensions of the acquaintance between an atmosphere offered by a device and its users. Based on Affordance Theory, the study aims at exploring how the Technological Affordance offered by smart phones i.e. Android and iOS based cell phones has enabled the interactive atmosphere for instructors and the learners while facilitating the pedagogical environment in Pakistan. For this purpose, a sample of 100 university students and 25 University teachers exposed to educational use of cell phones will be selected through purposive sampling and then surveyed through a questionnaire developed on 5 points likert scale.

Students' Academic Learning: Remodeling the educational usage of Facebook in smart-mobile age

Amir Nawaz Khan, Dr. Bushra H. Rahman

In the changing technological world, students' perception and use of digital resources is a significant factor if higher educational institutions are to be transformed (Bob and Chris 2007). As Facebook is used by increasing number of students, research findings on how they could integrate into the Pakistani education system have not been well documented. Furthermore, regardless of the availability of internet and easy access to Facebook in smart-mobile age in developing countries like Pakistan, there is dearth of academic research on how students could utilize Facebook as a proper pedagogical tool in Pakistani higher educational institutions. In this study, we seek to examine whether it would be a worthwhile tool for students to invest the time to integrate Facebook in their academic learning. This research was conducted with the major objective of exploring the factors influencing the usage of Facebook for educational purposes among students. We will apply structural equation model used by Premadasaet. al., (2018) to

identify the factors that may motivate these students to adopt and use social network tools, specifically Facebook, for educational purposes. A sample of students will be selected from University of the Punjab (Pakistan) by using multistage sampling technique. The findings of this study will illuminate the relationship between Facebook usage and student’s educational purposes.

Social media, democracy and fake news in Pakistan: An analysis

Dr. Shabbir Hussain, Dr. Inamullah Jan

In this study, the researchers examined the prevalence of fake news in the social media relating to the Pakistani politics and society. The content analysis showed that both Twitter and Facebook carried a sizeable number of fake news relating to the politics and international affairs, military, economy and religion. Though more fake news were posted related to politics and politicians, fake news stories related to international relations got more likes and share as compared to other topics. Interestingly, even though the fake news was busted as fake and not genuine, these continued getting attention of people. This indicate the influence of cult following and populism on the Pakistani social media users. The findings of this study support the available scholarship on the prevalence of fake news, its popularity and spread and its repercussions for democratic order.

Understanding the Barriers for Digital Learning to Integrate ICT and web based technology in Media Pedagogy

Lubna Khalil, ICS, PU

Today, the significance of information and communication technology (ICT) has increased in educational sector globally which has wider benefits for

media education. Without learning and implementing ICT in media pedagogy, it wouldn't be possible to get connected with progressive tech world. In this information age, both media students and teachers need to be equipped with modern learning and teaching methodologies. Unfortunately, in our country Pakistan, there exist so many obstacles that it is hard to overcome this digital learning gap. Therefore, it is important to understand and identify all the existing barriers so that while integrating ICT and web based learning in media education, these barriers could be removed. This research paper aims to examine the existing digital gap in Pakistan's media education in context of connectivist learning theory of digital age. Connectivism is one of the broad learning theories to highlight the integration of technology in learning environment to get connected. It will help the researcher to understand the digital knowledge gaps in media pedagogy through conducting the survey of higher education institutes in Lahore. This research is expected to find out the available resources to provide ICT learning opportunities, the challenges to integrate web based technology, online networking of teachers and students, curriculum structure, existing technological skills and the educational policies for ICT and web based technology. The results are expected to highlight the need for effective media education framework for creating networked learning environment in Pakistan.

Social media and women's self-exposure: opportunities and problems in negotiating identities

Sadia Majeed, Dr. Sumera Batool, Zaeem Yasin

Social media has a game changing impact in the 21st century. It provides a unique platform where women can share and interact with the rest of the world. In addition, social media is playing a practical role in defining and establishing the identities of women. In these modern times the role

of women has been expanded folds and now she is participating in various aspects of life. This study tends to elaborate the opportunities and problems faced by women while exposing themselves to social media. It also brings about the debate of women empowerment and the hindrances that she faces in defining herself. Social media provides a platform to utilize their own abilities and improve their social status in the society. Women are empowering themselves by becoming entrepreneurs and role model through social media instead of conventional methods and setting examples for the other women. Further, social media facilitates women to express their views for their legal and social rights that were previously ignored. There are #MeToo, and #Timesup, campaigns that have raised the voices of women. This study argues the fact that social media is providing an avenue for the exposure of women to build their own identity as well as the different kinds of issues in developing and negotiating themselves on social media. The avenue of social spaces for women on social media should be supported to strengthen women socially.

Role of new media in educating rural areas (Khyber agency Pakistan): A knowledge gap hypothesis

Arif Ahmad, Amna Malk, Fatima Hamid

This paper highlights the knowledge gap created by new media among urban and rural areas of Pakistan. The role of new media to educate, inform and entertain the people is more dominant in urban areas as compared to rural areas in Pakistan. The findings of 2017 census revealed that only 36 % population is living in urban, while 64% is living in rural areas where majority of the population is illiterate. Due to high illiteracy rate in rural areas, Pakistan’s literacy rate is ranked 113 in a total of 120

countries. To investigate the role played by new media in rural areas of KPK, Khyber agency Pakistan, researcher applied mix methods for data collection. For quantitative data researcher used survey of 200 respondents, while for qualitative data researcher conducted in-depth interviews with 20 respondents. For analysis of descriptive data researcher has used SPSS, and for qualitative analysis of in-depth interview researcher has applied NVIVO to deduct theme from the interviews. The findings indicated that new media is creating a knowledge gap between urban and rural areas due to limited access of media in rural areas of Pakistan. At the end of this article researcher suggested some recommendations through which media can play a better role in educating the rural population of Pakistan.

Effects of Cyber Bullying on Self-esteem of Teenagers

Mahrugh Ahsan, Dr. Sumera Batool

The phenomenon of bullying has been debated over the years and its significance cannot be ignored as with the immense growth in the consumption of media, specifically social media use-age, has raised the importance of the issue. Cyber bullying is a form of harassment through the use of new media technology, whereas the consequences of cyberbullying are multi-dimensional. Here, this study attempts to investigate the effects of cyber bullying on self-esteem of individuals. Self-esteem is one's perception of how they value own self and is the ability of one self that how they think about themselves. The study rationalizes how self-perception is being affected by cyber bullying at find out the association between cyberbullying and self-esteem, in relation with loneliness and social support. The core objectives of the study are to explore the effects of cyberbullying on behaviors of teenagers, to know

whether social support decreases as a result of cyber bullying, and to find out the possible reasons why students feel alone and become victims of bullying. The study uses the theoretical umbrella of uses and gratification and socio-meter theory and applied the survey method to collect the data. The study comes up with conclusion that the self-esteem of the teens is being affected by cyberbullying.

From Australia, to Pakistan: Integrating the digital into the classroom

Sameera Durrani, Sabahat Afsheen

“We all have mobile phones in our hands. Why don’t our teachers make us use them?” (Grace, undergraduate UNSW student, informal conversation).

The proliferation of the digital can either compete with what we teach, or it can complement it. This paper examines how university classrooms in Australia are bridging the generational digital divide by engaging students in educational activities designed to be implemented via both laptops and smartphones. Students are encouraged to question, critique and redesign the impact of the everyday digital. In this way, digital interfaces and technologies become interwoven with face to face learning in a manner that encourages critical thinking. This combination elevates student learning experience. These activities be either student led, or instructor led. This paper explores how class designs employ three student and instructor strategies to use social media and digital devices a complementary phenomenon: online games, video readings, and critical reflections on everyday digital experiences. It then examines how some of these strategies can be adapted into Pakistani classrooms, so that educators can keep up with rapidly changing demands of an increasingly tech savvy demographic.

Flourishing Media Literacy through Academic Support in the Digital Age

Zahid Bilal, Sobia Abid, Ayesha Siddiqua

Digital and modern media messages are usually loaded with multiple meanings and ideas. The media target audience especially children lack the ability to decipher and interpret such messages because of the lack of media literacy. Earlier it was considered that media literacy should be initiated at high school and university levels but the evolution of digital media and its increasing use by the children provoked theoreticians to revise the age bracket required for media literacy. Media literacy refers to expanded information which helps in critically analyzing the changing nature of information and also helps in examining the technologies, techniques and organizations involved in the production of media messages. It is also about asking pertinent questions that what is there in the digital media message and what is not there. UNESCO has also emphasized on increasing the media literacy in young population so that they can be protected from the media influences and can also learn how to effectively use media. The paper will endeavor to explore the need and procedures through which media literacy can be flourished for children via academic support. The paper will also attempt to look at the implications and scope of Media literacy at school level in Pakistan through qualitative interviews of academicians and media researchers working in the area of media literacy.

A case for incorporation of new media aspects in Pakistan media curriculum

Abdul Hamid Mpoza, Madiha Maqsood

There is increased use of the internet and related interactive digital communication technologies (the new media) in the media organizations and in the daily lives of millions of people the world over. New media is also increasingly becoming an attractive area of study in communication research. However, media educational institutions in Pakistan seem not to have kept the pace with this new digital trend in terms of curriculum redesigning. New media aspects appear to be deficient in the present media curriculum. This therefore broadens the gap between theory and practice. Through documents analysis and in-depth interviews, the current research is making a case for incorporation of new media aspects in Pakistani media curriculum. On one hand, purposive sampling design will be used to select the present relevant curriculum documents approved by the Higher Education Commission of Pakistan (HEC). And on the other hand, the same sampling technique will be used to select 4 heads of communication departments of both public and private universities from 4 provinces of Pakistan and 4 policy makers/curriculum developers as enlisted in HEC approved curriculum documents. Several aspects of new media like internet, World Wide Web, blogs, smartphones, social media, and other information communication technologies will be looked for in the documents review. The study will be conducted under the theoretical umbrella of Fidler's (1997) principles of mediamorphosis. The findings of this research will highlight the gaps in the existing media curriculum and will also provide a basis and resolve for Pakistan media curriculum review in the near future.

Media Education and New Media Trends: A Revisionist Approach

Mariam Ikram

With the advancement in the field of technology, the process of mass communication is revolutionized. It has transferred the autonomy of content generation from media professionals to audience. The changing media landscape has triggered change in mass communication practices that demands changes in the curriculum of communication and media studies as well. The internet has generated the concept of new media that has converged the conventional media on one medium i.e, internet. The researcher aims to critically analyze the gap between course contents of the curriculum of media education being taught in three public universities of Punjab at BS and Master level and emerging new media practices. The study intends to explore the compatibility of the media education and media practices in the age of convergence. Through content analysis, the curriculum of media education would be compared with emerging trends of new media and suggestions would be made for upgradation of media education in the purview of new media trends. In this media saturated world, media literacy - an audience empowerment approach - has become dire need of time. There is a need to revise the curriculum of media education and upgrade it according to the emerging new media trends. The revisionist approach for media education lays great emphasis on bridging gap between the media education and media practices. The study recommends that critical thinking of the media students can be enhanced through incorporation of courses related to content creation for new media and meaning construction from new media.

Utility of Mass Communication Education in Pakistan: A pragmatic view of Media Education in the practical fields of Mass Communication

Abid Ali Butt

The study aims to explore the utility and practical application of media studies in various fields of mass communication in Pakistan. The study will be designed under the Pragmatic approach to see how much is the university education of mass media is effective and applicable in the practical fields in Pakistan. A quantitative research design will be used and data form at least 150 mass communication alumni, working in various fields of mass communication such as print media, electronic media and advertising & PR will be collected through Survey, to find out how much utility and application of their mass communication education did they find in the practical fields of Mass Communication. The study will explore and highlight the problems (if any) faced by these professionals in practical application of their university education and would aim to suggest solutions for its betterment in the light of their recommendations. The study aims to float a few suggestions for the upgradation and revision in the mass communication curriculum for it to be more relatable, expedient and useful in the practical fields.

Merger of print, electronic and telecommunication regulatory authorities: Social and educational impact for Pakistan

Fatima Zahra, Iqra Ashraf, Saira Naik Alam, Muqdas Amin

This study titled “Merger of print, electronic and telecommunication regulatory authorities: Social and educational impact for Pakistan” aims to investigate various social and educational implications of the proposed consolidation of three regulatory bodies of Pakistan namely Press Council of Pakistan (PCP), Pakistan Electronic Media Regulatory Authority (PEMRA) and Pakistan Telecommunication Authority (PTA) . The proposal

for the merger was unveiled by Minister of Information for Pakistan Mr. Fawad Chaudhry in November 2018 during a press conference. This course of action has been taken to form one regulatory authority called Pakistan Media Regulatory Authority (PMRA) that serves as a single platform to address complaints and formulate regulations for print, electronic and cyber (social) media. One of the purposes of monitoring through these regulatory bodies is to safeguard the integrity of institutions such as Pakistan's Armed Forces, judiciary and other national organizations. This research study would employ a qualitative methodology and use the method of focus groups to evaluate the possible impact of the union of PCP, PEMRA and PTA on Pakistani society. For this purpose, a group of 8 to 10 people including media academicians, journalists (TV anchors, bureau chiefs, editors, and news producers), lawyers and digital media experts would engage with each other in a group discussion to deliberate on the issue. This study is an attempt to highlight the several ways in which centralized regulatory authorities affect media (print, electronic and social) content in terms of both facilitating the media consumers and limiting their choice for diverse opinions on different national or international issues. Moreover, this study would emphasize the requirements, if any, of updating curriculum of media studies in various universities across Pakistan and enhance students' learning in the light of change in government's media regulatory policies.

Cognitive Dissonance and Media Ethics in Pakistani context

Shazia Anwer Cheema

Cognitive dissonance refers to the conflict that happens when new information does not match with already held information. Today this phenomenon could be frequently observed in journalism. An apparently

less-destructive one but on the broader spectrum create direct conflict with journalism and media ethics. One big issue among journalists is failure in constructive argument which leads to illogical form of arguments such as muckraking and name calling; this can then pave the way to ill-conceived views, being addicted to partial reality, and mass under tolerance for opposing arguments. This paper will provide detail account of cognitive dissonance as prevailing phenomena in Pakistani Current affair Programs and Talk Shows, the paper will then shed light on the marginalization of media ethics in Pakistani Journalistic environment due to cognitive dissonance.

When Freedom of Expression Turns In Hate Speech? An analysis of legislative criminalization of hate speech in Pakistan

Naila Rafique, Hafsa Javed

Opinion expression is considered foundation stone for the construction of a healthy civil society. While freedom of expression is considered to be a fundamental right to express one’s ideas and beliefs without any restriction; nevertheless, there comes along with it a risk of harm to others beliefs and ideas. Keeping these risks in view, the legislative bodies, human rights advocates and social activists demand and ensure the prevention of negative expression or hate speech. Opinion expression has become a complex phenomenon after advent of social media. The fine line between free speech and hate speech is hard to observe. Pakistan is facing a mammoth flow of religious, political, sectarian, racial, gendered and other kinds of hate speech. This kind of speech can lead to hate crimes later on. This is why opinion expression is not termed as an absolute right yet. States have the authority to restrict this right by taking into account the unusual circumstances. Most of the countries have

established laws to regulate hate speech. Pakistan took a long time to address the legitimacy of this ethical issue. Different descriptions of hate speech are articulated in laws now. This study aims at finding the kinds of hate speech addressed in these laws and their description of hate speech. Study further intends to explore whether these laws are applicable on cyber hate or not, as it is most commonly used space for opinion deliberation now a days. Study will conduct a textual analysis of major laws of Pakistan including, but not limited to, Pakistan Penal Code, Pakistan Telecommunication Re-Organization Act, PEMRA Ordinance and Anti-Terrorism Act. Study will analyze the clause and sections of these laws which deal with hate speech.

Cyber Ethics in Electoral Campaign: A Perspective of Political Social Media Managers

Ayesha Siddiqua, Amna Zulfiqar

Cyber ethics concerns to the code of responsible behavior on the Internet. To gain and retain political power, politicians use the media to persuade the masses to vote and support them, especially during elections. As voting allows citizens to participate in the democratic life of their countries or organizations (political parties, trade unions, associations, professional life, etc.), they can elect representatives or take decisions in a referendum. Since the new millennium, electronic voting devices have appeared and internet is becoming the new field of extending political power, and an increasingly relevant one. The purpose of the current research paper is to investigate how social media managers of mainstream political parties of Pakistan managed their narratives through their official twitter handles. Moreover the current paper has also examined that how cyber ethics have been violated by main stream

political parties of Pakistan. Qualitative interviews of social media managers of mainstream political parties including PML-N, PPP and PTI will be conducted for the analysis.

Media’s Responsibility: The Role of Gatekeepers in Strengthening the Image of Pakistan

M. Salman

The study aims to highlight the importance of positive news, and its need in the promotion of the image of Pakistan. Media mostly broadcast sensational content but hardly discuss the positive developments going on in the country. Keeping in view this huge debate of responsible media, a research was designed to explore the reasons behind this phenomenon. In-depth interviews of sample of 5 (five) journalists were conducted from different media organizations. The findings showed that media gatekeepers were in the favor of showing all the content on the media as hiding anything was not the solution of the problem nor it would help in strengthening the image of Pakistan. The findings showed that media should review what content should be broadcasted about national interest and prior to that, all five journalists agreed on first defining the term national interest.

News Media influence on public perceptions of what to think about: A study of agenda-setting

Muhammad Yousaf, Muhammad Arif

News media exercises an immense influence on the public perception of what are the important issues in a society at any given time. This role of

the news media in even more important in a developing society like Pakistan where low literacy rate makes people even more susceptible to news media messages. This study, therefore, is an exploration to investigate the influence of news media on the public perception of education. It is evident that issues which do not become salient in the news media never become salient in the agenda of the public. In other words, they never come in the consciousness of the public. The study, therefore, through the use of cross-sectional design coupled with content analysis of news media (three newspapers and three televisions) and survey of 450 respondents, investigates whether the news media makes education issue salient in its agenda, and, consequently, this issue salience in the news media influences the issue salience of the public agenda. The findings will help test the first level agenda-setting in a different cultural, and political context with regards to education issue. In addition, the findings of this study will illuminate whether news media brings education issue in the consciousness of the public.

Pakistani film censorship: Sexuality, rebelliousness and social order

Wajiha Raza Rizvi

The paper focuses on Pakistani film censorship in view of the Motion Picture Ordinance (1979) and Censorship of Film Rules (1980). It quantitatively analyzes the censor certificates of films issued by the Central Board of Film Censors (CBFC) Pakistan in the pre-and-post-1979 eras. It examines the excisions focusing on issues of decency, morality and social order. The study reviews literature on censorship in the west and east: the virtual assembly line of Joseph I. Breen in Hollywood, Irish film censorship (from silent to internet era) in Ireland by Kevin Rockett, Mai Ghousab's in the Middle East, Tejawini Ganti, Monika Mehta and Christopher Pinney's works in India. It further reviews Foucault and

Mulvey's works on sexuality and pleasure. The review is global and allows to understand film censorship as an attempt by the state to keep peace and harmony in the country. The study uses quantitative/content analysis methods and SPSS to examine an equal number of pre-and-post-1979 certificates in 13 categories focusing on moral and social order issues in films. The excisions reflect the exploitation of the female body, sexual innuendos, rape, drugs, derogatory language, rebelliousness, crime, aggression, and comments on friendly states. Simple structures emerge showing high communality between rebelliousness and vulgarity, and also in forced human relations (aggression, alcoholism, and sexuality).

Gender Stereotyping in Media: An Analysis of Public v/s Private Broadcaster in Pakistan

Qurrat-ul-Ann Malik

The aim of the study is to analyze media content from the perspective of political economy. Literature has indicated differences between the content on public owned TV channels and private owned TV channels (Cantor, 1979; Ma, 1995) whereby the later has to give in to market pressures while the former is influenced by different government regimes. The research will focus on the media content of state owned and operated channel and the multitude of private channels to find out whether there are differences between them and whether media content is influenced by market forces. In this regard, the study will analyze gender portrayal in TV dramas aired in Pakistan from 2002 onwards when private TV channels were allowed to operate to find out the differences in gender portrayal between public and private TV channels. Using quantitative methodology, the research will analyze 42 central characters from 14 of the most popular television dramas aired in Pakistan from 2003 till 2015. Out of these 14 dramas, 7 will be from public owned TV

channels, while the remaining 7 will be from privately owned TV channels.

Impact of Violence on Professional Commitments of Pakistani Journalists

Zaeem Yasin, Sayra Hussain

This research paper has investigated the “Freedom of Expression and survival of Journalists in Pakistan”. In Pakistan, the character of Journalists and press has always been prominent and interlaced with the freedom of expression. Without freedom of expression it is hard to guide the nation and to define the fortune of the nation. Pakistan is considered as the most hazardous country of the world by the international media watchdogs in terms of freedom of expression and protection of Journalists. Journalists being the members of the fourth pillar of the state are playing their roles vigorously in whatever the situation may be. In this study the researcher is concerned to know the status of media’s freedom of expression whether it’s a myth or reality. This study aims to investigate the relationship between freedom of expression and survival of Journalists.

The researcher has applied the Libertarian Theory of Press to support the study since the main focus of the theory is to present the truth without any censorship. For this study, Intensive interviews are conducted from the senior most journalists to obtain their expert opinion about the research topic to make the findings more authentic. First hypothesis is to analyze either freedom of expression is a myth in Pakistani media or not. Second hypothesis is to study whether freedom of expression is affecting survival of journalists in Pakistan. This study has investigated the answers of the research questions to know either

freedom of expression is a myth or a reality for Pakistani media workers? Also, it has been investigated whether journalists are following objectivity in Pakistan or are they forced to censor their work? Along with, the researcher has tried to explore either freedom of expression is affecting the survival of journalists in Pakistan?The results show that freedom of expression is a reality not a myth in Pakistan. Hence it is analyzed from these research interviews that hypotheses 1 is rejected but freedom of expression is affecting the survival of Journalists in Pakistan and they are facing danger due to certain causes. So the second hypotheses is accepted and null hypotheses is rejected.

Role of Media in Creating Awareness about the Smog Problem in Pakistani Context

Ashbeelah Shafaqat Ali

Climate change is a natural phenomenon which changes from time to time. Over the past years, Pakistan is facing smog related climate issues which has affected the health of people living in Pakistan. Smog has emerged as one of the most serious health issues in Pakistan currently. Not only cities, but villages in Pakistan are also affected by smog especially since 2013. Unfortunately, limited information is available on the media's role in creating awareness about smog issue in Pakistani context. Lahore is the second-largest and most polluted city in Pakistan. Increasing number of industries has caused air pollution resulting in respiratory diseases. The condition has worsened due to insufficient measures that are yet to be taken by the government in preventing smog. Questionnaire will be used as a tool to analyze the extent of awareness created by electronic, print and social media among the people living in Lahore. Survey will be conducted from 250 respondents residing in Lahore to know the extent of awareness they have regarding

smog through media. If certain steps are not taken by the authorities, then the condition will get worse with time. This research can help to improve an understanding of public awareness regarding smog pollution in Pakistan and thereby motivate media to play its role in creating awareness about smog pollution prevention in the search for sustainable development.

Media and Morality: Studying dissonance between ethical standards and using practices of Snapchat consumers

Niba Khalid

The advent of technology has posed some serious challenges to the perceived ideas and notions of consumers. SNS (Social Media Sites) have a growing rate of popularity amongst users, as they offer various features including animal cartoonization and beauty enhancement filters changing the skin tone, eyes shape and facial structures of images. These features have severely challenged the previously determined beauty concepts and also redefined ethical standards of consumers and have posed questions on self-confidence regarding the facial characteristics of consumers. On this ground, drawing upon the theory of cognitive dissonance, the study asserts that consumers of Snapchat feel a strong dissonance between their filters 'usage and Ethical standards. A sample of 100 university students using Snapchat will be selected through purposive sampling and will be surveyed through a questionnaire developed on the 5 points Likert scale.

Uncensored Version of TV in Pakistan: Analysis of Netflix

Zehra Fatima, Suleman Muhammad

This paper explores the uncensored content available on Netflix in Pakistan and how it can affect the mindsets of youth, as most of the youngsters now prefer to watch Netflix instead of watching traditional television. This research also highlights the need of strict censorship policies especially with reference to Netflix. In Pakistan, censorship laws are present and obeyed for films, television, print media and internet. Although, Netflix is available through internet for the users but no censorship policies have been observed to monitor the content in Pakistan. In this research, quantitative research design has been used and two research methodologies have been adopted. First, survey method was used to know the trends of watching Netflix among youth and based upon their viewing habits; top five Netflix series were selected for the content analysis. Survey reveals that teenagers are most likely to watch Netflix as compared to those who are in their 20s. On the other hand, content analysis demonstrates that series mostly watched by teenagers or youngsters in Pakistan are based on bold content that includes obscenity, nudity, abusive language and criminal activities. Finding of the study recommends that government of Pakistan along with the collaboration of media educationists and policy makers must introduce censorship policies and laws to control Netflix content and make sure of their implementation as it is against the ethical values and mental health of youth in Pakistan.

Social Media and Misinformation: Effects of Meme Usage on SNS consumers

Madiha Maqsood, Niba Khalid

With the advancement of technology, social media has been always on top by introducing innovative features. In addition to many others, memes are available in the form of pictorial representation of events occurring across the globe, containing certain manipulative techniques that offer users a distorted view of reality. As visuals are more effective than text, Memes have a capacity to reach the audience at a large scale. Memes play an effective role by creating empathy between users' personal feelings with an event during chats. Being trendy, users follow and share such images without any check and balance. As misinformation, such sharing can have large implications on people who possess little knowledge about an event. The study will be conducted under the umbrella of uses and gratification theory by surveying 100 social media users selecting through purposive sampling. The trend of memes has its own excitement along with the prospects of how it is being interpreted by the audience.

Role of media education in journalists and their perception about journalism code of ethics

Saima Quddoos

Journalism ethics are set of principles that examine what journalists and news organizations should do and guide about their role in society. This study will examine the role of media education in ethical perception of Pakistani journalists. Researcher will analyze the difference of perception regarding journalism code of ethics between journalists who studied media education and who did not study media education but have work

experience in the field of journalism. Theoretical foundation was based on the cognitive theory of media literacy and social responsibility theory. Purposive sampling will be used to select sample and 100 journalists will be unit of analysis from leading newspapers. Data will be collected through structured survey questionnaire.

Mocking or Joking? Analysis of the Satirical Language of Leading Infotainment Programs of Pakistani News Channels

M. Awais, Dr. Bushra H. Rahman, Farahat Ali, Amna Malik

In the twenty-first century, the broadcast journalism has witnessed transformation and immense development. The tradition and the news values have experienced considerable change that made generation of revenues a top priority. This was consequential upon using language and other semiotic resources like visuals and sound for incorporating entertainment, sensationalism, suspense, and informality. One of those techniques is called infotainment which blurs the line between information and entertainment. Humor is the most dominant part of the genre. In humor, different kinds of satirical devices are being used like slapstick and hyperbole. That is why these programs have always been under discussion as an ethical dilemma. The present study has employed content analysis in order to look into the questions of what kind of satirical language is being used in the leading infotainment programs of Pakistani news channels. Benign Violation Theory has been used for conceptual roots whereas the coding categories are made through the blend of deductive and inductive approaches. The results showed that there are two types of jokes that are being cracked, one is self-deprecating, and the other is disparagement in nature. The frequency of using dark humor in the satirical language differs within and between the

groups. Moreover, Khabarnaak cracked more jokes that are dark in nature. On the other side, Mazakraat used the least dark jokes in its programs as compared to other four leading infotainment programs of Pakistani news channels (i.e. Hasb-e-Haal, Khabardar, Syasi Theater, and Sawa Teen). The study concludes with a suggestion to PEMRA to put an ethical check on the language used in the infotainment programs of Pakistani News Channels.

Social Media Job Frauds and Laws of Cyber Ethics: Study of University Students as Victims

Sonia Akmal Qureshi, Hooria Butt, Lubna Khalil

Digital media such as websites and social networking sites have become primary source to seek information. We cannot deny the importance of this digital revolution but at the same time we are facing some serious ethical issues in our society due to the unlimited access to social media and online job sites. This research intends to examine how social media platforms and websites are now connected to frauds which include fake media sites, YouTube channels, hidden URLs, fake news, cash grab, chain emails, hidden charges, phishing request, fake jobs, scams and fraud freelancing. People either well educated or from backward areas all are subjected to these kinds of frauds. This research is conducted by applying routine activity theory that focuses on types of cybercrimes and survey would be done to explore the type of victimization in light of cyber laws and ethics. The expected results will highlight the type of financial and privacy problems people at large are facing. Are there already laws on such issues or not? If yes how are they interpreted in the cyber world? And how we can cope with this problem legally to save ourselves from such online frauds. Cyber fraud ethics are a way to regulate this problem.

Cyber harassment among students in Pakistan: A case study of female students of University of the Punjab

TehreemAzeem

Cyberstalking is a major problem of this technology driven era. In Pakistan it has become more serious due to lack of awareness. In this research, both qualitative and quantitative research approaches are used to find out cyberstalking experiences of female students at University of the Punjab. Survey of 302 female students at University of the Punjab and in-depth interviews of National Response Centre of cyber-crimes and two NGOs were done to have deep understanding of cyberstalking in Pakistan and Prevention of electronic crimes act 2016. Results of this study found that 46% of female students identified themselves as victim of cyberstalking. It was also found that the students have low awareness about prevention of electronic crimes act 2016 but those who know the law, majority of them were of the view that this law is protecting their rights on internet.

Burhan Wani, a portrayal of freedom icon on postage stamps of Pakistan

Amna Zareef, Naveed Ullah Hashmi, Dr. Wajid Zulqarnain

Pakistan Post released stamps carrying a photo of Burhan Wani, a Kashmiri freedom fighter to highlight the viciousness of Indian Troops on the people of Occupied Kashmir. As the postal stamps carry an idea or representation therefore this paper discloses the designer point of view about the significance conveyed by these stamps. The findings revealed that stamps carry a deep message nationally and internationally and particularly the stamp of Burhan Wani left deep messages regarding the

freedom fighting in occupied Kashmir and it was a true acknowledgment of Burhan Wani as a freedom icon. The study recommends that such postage designs can be useful to glorify dignified causes in the future.

Gender and Conflict Communication

Zain Arshad Qadri

The perceived role of women in leadership as inferior to men, may lie in the nature of gender conflict, specifically at workplace. The Women Liberation Movement (WLM) recognizes both genders as being unique and different from each other. These conflicts may lead to difference in communication styles, leadership tactics, and conduct strategies. The globally existing stereotypes about the gender roles have negative impact on perception and attitude of women as leaders, entrepreneurs, employees and politicians. The fields of sociology, media and communication studies, and psychology carefully explain this gender conflict in their theories. The paper is focusing on dialects and communication style differences in male and female. The content analysis of presidential election speeches of Hillary Clinton and Donald J Trump will be presented under the various theories of Gender and communication. Females use their language and styles of communication to develop relationships and social connections while males make use of their communication ability to achieve and then maintain the social dominance, specifically at work place. Sociological theorists suggest that it is very basic to assume that both will act differently when it comes to the leadership approach.

Us vs Them: Analyzing the editorial coverage of Swat conflict by Pakistani Press

Gul-e-Muqaddas

In contemporary world, mass media especially news media has an important role in disseminating information about current events and happenings all over the world. News media has become an important source of information during the conflict and war. This power and reach of media has changed the way people perceive and react toward the conflict situation. In Pakistan, people are continuously exposed to the news about conflict with an unusual pace which leads people to think conflict as a legitimate thing whose existence is ordinarily normal. Media portrays the conflict with such discourse and language which asserts the notion that conflict is the only way to retain and sustain peace. With regard to these concerns, this qualitative research study focuses on analyzing the editorial coverage of Swat conflict in mainstream English and Urdu newspapers from October 2007 to July 2009. The study intends to critically analyze that how newspapers discursively used language to represent the 'good self' and the 'negative other', and how they employed the labels to establish the image of Taliban, government, and Army by employing the Van Dijk method of critical discourse analysis. This research study also highlights the necessity of an effective dialogue to be supported institutionally and politically, and involvement of local actors who are trusted by the conflict protagonists.

Terrorist attacks on Girls Schools and its Psychological Effects on Girls Seeking to Access Knowledge in Pakistan

Ahsan Farooqi

Since 2001, Pakistan as a country is fighting against the war of terror. As a result, the country has faced several economic, political and cultural problems. Seeking education is the right of every individual, regardless of which gender he/she belongs to. Unfortunately, in the Pakistani context education continues to be denied to girls as a result of religious, social and cultural norms as well as stereotypical thinking that women are born to look after the family rather than getting education which is observed in Pakistan still. The purpose of this study is to explore the extent of psychological effects of terrorist attacks on girls' schools who are interested to get education but due to terrorism they lack behind. Malala YousafZai is an important example who was targeted against raising her voice for seeking education in Pakistan. For this study, survey method will be used to collect data from a sample of 200 girls living in the areas of the terrorism-affected provinces of Pakistan: Khyber Pakhtunkhwa (KPK) and Balochistan. Data will be analyzed using 21.0 SPSS tool. The results will be helpful in analyzing the relationship between terrorist attacks on Schools and the psychological effects among girls who aim to get education while living in conservative and life-threatening areas. The results of this study will be helpful in examining the interests of getting education and how the girls are victims of physiological effects as a result of terror attacks on them.

Framing of Faizabad Sit-in as intra state conflict in Pakistani TV news bulletins

Shazia Saeed, Alina Durrani, Imran Sanaullah

TV news is a juxtaposition of verbal, non-verbal and visual cues. Dependency upon utilization of these cues in this age of technology has transformed the concept of framing Television news stories. The researchers contend that excessive use of new technology in TV news bulletin has started converting peace into war journalism during intra state conflict situation. This study intends to explore how the use of symbolic verbal and visual codes have changed the framing pattern of television news in Pakistan. While taking Faizabad sit-in as a case, this study qualitatively analyzes its framing from the perspective of Peace Journalism. The researchers have selected 9pm news bulletins of 92 News, Express News, Samaa News, and Geo TV during November 2017. TV news employ visual codes apart from camera angles, narration, voice, body language, and facial expressions of anchors and reporters in the news bulletins. The method utilized is qualitative content analysis based upon Echo. E. Fields' systematic techniques: Verbal analysis, expressive and vocal analysis, Scene composition analysis, and interplay of these components. Additionally, use of music, and 3-D technology is also analyzed how it contributes to the narrative structure of TV news stories. The researchers argue that excessive use of technology has played a part in promoting war journalism practice in conflict situation. This also challenges the practical implementation of media education imparted from the perspective of peace journalism.

Abstracts
Working Groups

The Future of Education in the Digitalized World

Dr Altaf Khan, Professor of Mass Communication at Forman Christian College University, Lahore

Social media is a combination of technological revolution and globalization. These two advancements in communication and human thought processes have transformed the world into a global village, bringing Marshal McLuhan's prediction nearly true. The whole world is watching the whole world. Culture has become a relative term when we try to define it in local terms. Physical boundaries of our nation states don't matter anymore.

In this age of virtual proximity, friends and foes have changed their meaning. The same has happened to heroes and villains as pillars of national identity. The very cultural matrix supporting national identity is rooted in an education system that produces knowledge and dispenses it among citizens in a localized context. This knowledge production process keeps social identity within a nation state intact.

The advent of Social media challenges it all. It takes away the localness from the minds of educators and the students. It is becoming increasingly difficult to impart education in the traditional matrix. The process of controlled change through education, a process that allows innovation in a culturally convenient way is no more feasible.

This change has endangered processes of identity within a nation state. We cannot hope to survive this age of global change through sticking to old identity markers. We need to face the challenges of the new age by adjusting our education system to the realities of the day. The question facing all of us in the face is "how to deal with this global explosion of identity markers?" We need new strategy to educate. But this is not all.

We also need to learn the ways to use social media as education platform.

One basic principle is to develop a proactive model of education. This is to be a more swift response system to global challenges that is rooted in traditional education. A news media response will not help. We need to develop an education system that keeps the needs of social media in mind as integral vehicle of knowledge production. A proactive system is the one that creates knowledge while interacting with the world in virtual space. Internet education platforms need to be created and continuously enhanced. The paper will deal with the problem of globalization and digitalized identity and the possible options to deal with these challenges. Instead of giving any concrete answers the paper focuses on initiating a debate by bringing forth the needs of knowledge production in a globalized world.

Social Media Presence of Higher Education Institutions

Fakiha Hassan Rizvi, Digital Marketing Consultant (independent)

This paper will help in gauging the existing efforts of higher education institutions in Pakistan to maintain their presence on social media channels and will identify that which faculties are being promoted through the social media platforms of different institutions. The research will also elucidate recommendations for creating an effective and useful social media strategy for higher education institutes. This in turn will help higher education institutes in Pakistan to improve their social media presence on platforms like 'Facebook', 'Twitter', 'YouTube' and 'Instagram'.

New Media: Opportunities and challenges for Media Education in Pakistan
Dr. Salma Umer, Chairperson & Assistant Professor, Department of Mass Communication, Government College University, Faisalabad

This conceptual paper highlights the problems and possible opportunities in relation to Mass communication and Media education in Pakistan in the context of new media tendencies. Conventionally, Media education revolves around three main domains: production, distribution, and impact. Today, the biggest challenge witnessed by media education in Pakistan is a stereotype and outdated media syllabus, nevertheless, Pakistani media schools and departments have produced a considerable number of media professionals who fulfilled growing demands of human resources within media landscape. On the other hand, Media education impact factor in the shape of research is not functioning adequately. In the age of digitalization conventional journalism has been transformed into public/citizen journalism which poses a variety of challenges for the existence of formal media. We live in the age of information revolution, where our children and youth spend around 7 hours and 38 minutes using some kind of media due to growth in smartphone surfing. This increased media consumption has shaped to a new paradigm of media literacy in the world. In this backdrop, psychological warfare, advertising, Public Relations and entertainment have become vital actors within media industry. Globally, formal news media faces a crisis due to dominance of Internet and social media which has given rise to public or citizen journalism. In this context, syllabus of media education in Pakistan demands radical revamping to equip our learners or media students with new skills and abilities required for challenges of digital age.

Social Media as Educational Tool: Uses, Threats and Measures

Dr. Abdul Wajid Khan, Assistant Professor, Department of Media Studies, IUB, Bahawalpur

Ghulam Safdar, PhD Scholar, Department of Media Studies, IUB, Bahawalpur

Social media is more popular among youth. It is open platform to send and receive textual, audio and video material. Appreciation or agree with any post on social media reacted by users in form of like, comment and share the post. Whereas differ from opinion reacted in the form of comment only. Social media now a day is being used as trend setter. The more visited pages and posts are circulated frequently. Being open platform, social media in particular educational tool has been found less attractive and this dispersion may arise serious threats in future. There is need to motivate students to use this tool in positive manner to achieve educational benefits as well as for faculty and institutions to make strong contribution in making social media a valid educational tool.

Ethics in Media Studies

Dr Saadia Mahmood, Assistant Professor, Department of Mass Communication, University of Karachi

Media today in the world is all about blurred lines, where no one can actually decipher the difference between the conventional categories like print or electronic. The lines also blur when we have social media as the most powerful source of generating content where it is next to impossible to differentiate between fact and opinions. Also the content most often comes from the individual rather an institution and where the structured and perpetrated content becomes more dominant than the ground reality. There is a strong hold of commercial interests which are

the driving force of the content in all genres of media. The academic institutions are now in a real peril as what should be taught to aspiring individuals who would then become part of the media scene of future which will be less traditional and more of start-ups using social media as a platform (e.g. MangoBaaz). Traditionally the ethics teaching comprised of the print journalism and its demands that's why in a country like Pakistan which was suddenly opened up to a variety of privatized electronic media and internet almost simultaneously, no one was prepared for the ethical issues that arose, and there was no internal or external code of ethics to give any sort of guidelines to address such concerns. The government too seemed confused and helpless, trying to impose outside code of ethics (e.g. PEMRA) and hopelessly losing the plot.

The need for the hour is to teach ethics which is beyond fact checking, inclusive of, being first to cover versus getting the story correctly; Covering politics without biases; Handling sources; Working with law enforcement agencies; War zones and military issues; Sensitization towards individuals, groups or institutions; Covering marginalized strata of society; Commercialism versus content; Usage of social media; Workplace issues; Politics of Gender.

Media Education and Ethical Deliberations

Tahir Bashir, Director, Monitoring & Evaluation, Punjab Higher Education Commission, Lahore

The disagreement in media education and communities' debate is linked with the notion of belief transgressing various channels of acts and practices. Belief is what originates from the instinct of human nature and

requires responsible and ethical guidance to create an envisaged, meaningful change in an individual and communities. Evidence based media education leads to an instructive admonition in cases where it fails to constructively contribute in the development of an individual and communities. Hence a justification of establishing strong ethical values enriched in understanding of desired roles and responsibilities arises that helps us to critically analyze the education we have been imparting viz-a-viz the impact we intend to create.

This presentation is based on the ethical fundamentals taught to us by the Divine Nature. Through evidence based media education, these fundamentals can create, fashion and proportionate the Belief, enabling us and communities at large effectively contributor towards development.

Challenges Faced by Pakistani Academicians and Scholars in the Field of Media Theory

Dr. Sadia Ishtiaq, Assistant Professor, Department of Mass Communication, Fatima Jinnah Women University, Islamabad

This paper is about the challenges faced by Pakistani academicians and scholars in the field of media theory. Media’s theoretical knowledge is mostly developed in ‘Rich Western Countries’ such as United Kingdom and mostly United States (Curran & Park, 2000)*. Most of the Pakistani scholars apply and depend on Western theories while doing research about Media and Communication related aspects in Pakistan. The lack of local theory prevents the scholars to comprehend a holistic understanding of the issue under investigation. There is need to understand the reasons and factors responsible for the slow

development of theory in the field of Media and Communication in Pakistan. The objective of such a research is to formulate the strategies for the growth and development of theory in the field of Communication and Media Studies in Pakistan. This paper aims to address the overarching research question such as 'What prospects and challenges are faced by Pakistani media researchers in the field of Media and Communication theory development? I used 'Mixed Methods' technique to investigate this research problem. I mixed two qualitative methods such as, In-depth Interviews and Focus group discussions. The in-depth interviews are conducted to explore the interest, expertise, prospects, individual challenges, barriers, limitations and perspective of researchers about Media and Communication theoretical development in Pakistan. The comprehensive, semi structured interviews are conducted with the established Researchers and PhD Scholars in the field of Communication and Media Studies to understand the reasons behind the weak academic position of Pakistani media researchers in the field of Media theory. Furthermore, I conducted multiple 'Focus Group Discussions' for the collection of maximum available views and opinions about the current status, interest, academic challenges, prospects, limitations and barriers faced by researchers for the theoretical developments. Combining In-depth Interviews and Focus group also provided the Method and Data triangulations. The triangulation has further strengthened, supported and cross checked the findings obtained from each quantitative method and provided a strong methodological framework for this research. The respondents of this research are both established and emerging media researchers such as University faculty members and scholars enrolled in the PhD programs of different Public and Private Pakistani universities. The interest, expertise of university faculty members, individual challenges, barriers, limitations and perspective of researchers are prior themes suggested for the investigation. Many new themes such as maturity of Communication and

Media as a discipline, lack of research funds, Local research trends, risks involved in conducting grounded studies are some of the themes, emerged from the data collection done so far. This is an ongoing Research Project funded by Higher Education Commission in Pakistan.

Freedom of Expression Vs. Hate Speech – An Ethical Dilemma

Dr. Sumera Batool, Assistant Professor, Department of Mass Communication, Lahore College for Women University, Lahore

The controversies on intolerance for others and clash of opinions have raised a question of conflict between freedom of expression and hate speech. This dilemma needs to be addressed by legal and ethical considerations. The media, specifically social media, is such a platform that brings the consumers on a common board by providing the avenues of expression and raising the voices and issues of marginalized communities or groups. Whereas the power of social media is realized by providing immediate and high level of interactivity but the use of social media is questionable in this regard. The articulation of hatred against the targeted communities with the cover of freedom of expression is considerably important to discuss. The hate speech endangers the rights of the targeted ones. This paper attempts to draw the working narratives of freedom of expression and hate speech, to document the growth of legal framework for freedom of expression and hate speech, to focus on the ethical framework for the social media users. This paper argues for the need of collective and shared responsibility from the three stakeholders; state, media and individuals.

Conflict, Media and Nation-building

Dr. Faizullah Jan, Chair & Associate Professor, Department of Journalism & Mass Communication, University of Peshawar

The paper aims to first provide a thorough understanding of what is nation-building and what is the situation of conflicts in Pakistan and how the two go together. I would argue how the three concepts of ideological legitimation, social integration and state building play a role in nation building. The roles of security, justice and reconciliation, social and economic well-being and governance with reference to media will be explored in their relevance to the nation- building effort. The study is divided into three sections. The first will explore the main elements involved in nation-building and provides a brief history of Pakistan. The second section will give an overview of extremism and violence in Pakistan. And the third section integrates the two in order to provide a case for nation building in Pakistan. In conclusion I discuss how media education can help in developing a guideline to integrate the conflicts into nation-building process. The idea is to highlight the intricacies involved in the process of nation- building and the open up a debate for the efforts that are required to make nation- building a success.

Constructing the Social Reality of Militancy in Pakistan: A Discourse Analysis of TTP Text on Social Media

Dr. Pervez Khan, Head, Dept. of Journalism and Mass Communication, Kohat University of Science and Technology, Kohat

The *Tehreek-e-Taliban* Pakistan (TTP) Like Al-Qaeda and the Afghan Taliban realized the importance of communication technology and mediums to propagate its messages and gather support for its

organization. This paper aims to examine how TTP constructs its social reality through online blog and defines the 'Self' and the 'Other'. The researcher adopts Laclau and Mouffe's Discourse Theory to analyze the TTP's text posted on the blog site www.umarmedia.wordpress.com. Time period selected for this research work is December 2014 where TTP constructs its reality during the military operation *Zarb-e-Azb*. The analysis reveals the discursive strategies used by the TTP in constructing their social reality of their world and in articulating the identities of the 'Self' and the 'Other'. Analyzing the text of TTP with its context is important in understanding TTP's world view and in building counter narratives, which Pakistan and its allies can use it to their strategic advantage.

Communication and Conflict: Towards a Framework of Conflict Resolution

Dr Bakht Rawan, Associate Professor, Department of Mass Communication, Allama Iqbal Open University, Islamabad

The role of mass media in conflict resolution, especially macro-level conflicts which may be intra-state or enter-state, is generally based on the framework of peace journalism. This framework is derived from the outdated notion of conflict as armed/ violent conflict or war and media's role has been limited to reporting it. Such a framework does not take into account movies, music industry, video market, sports, tv drama, advertisements, etc. Hence we need a broader framework encompassing all types of media content and strategies which lead to escalation and de-escalation of large scale conflicts (both armed and unarmed) in the society.

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Ms Sabahat Afsheen	Mr. Sohail Saleem
Accounts	Mr. Muhammad Imran
Dr. Wajid Zulqarnain	Coordinator Volunteer
Mr. Zaeem Yasin	Mr. Nasir Ateeq
Budget	Mr. Muhammad Humayun
Dr. Wajid Zulqarnain	Mr. Saleem Ud Din
Mr. Zaeem Yasin	Mr. Tariq Hashmi
Registration	Mr. Mujtaba Hassan
Mr. Zaeem Yaseen	Mr. Nasir Ateeq

Ms Lubna Khalil	Mr. Muhammad Sajid Iqbal
Mr. Zain Khan	Mr. Sohail Saleem
Audio Video Recording	Mr. Muhammad Imran
Dr. Wajid Zulqarnain	Sponsorships
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Mr. Nabeel Tahir	Hall Management
Mr. Atta Ullah Naizi	Mr. Sohail Saleem
Mr. Mohammad Ali	Mr. Muhammad Imran
Mr. Muhammad Umer Iqbal	Mr. Babar Mehboob
Mr. Faisal Shahzad	Travel & Transport
Supporting Staff	Mr. Sohail Saleem
Mr. Hafiz Shoaib Rizvi	Mr. Muhammad Imran
Reception Committee	Mr. Babar Mehboob
Dr. Wajid Zulqarnain	Accommodation
Ms. Amna Zareef	Mr. Sohail Saleem
Mr. Naveed Ullah Hashmi	Conference Proceedings
Ms. Shumaila Kauser	Dr. Abida Ashraf
Ms. Erum Akram	Ms. Shazia Saeed
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