



## ABSTRACT BOOK



# ICMACS 2022

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Department of Arts & Media  
Foundation University School of Science & Technology

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Department of Arts and Media  
Foundation University School of Science & Technology

**Abstracts of the ICMACS Conference 2022**  
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**28 September 2022, Rawalpindi, Pakistan**  
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**Foundation University School of Science and Technology**

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TRT Word, Turkiye.  
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**Guest Speaker:** Zeti Azreen Binti Ahmad,  
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**Guest Speaker:** Ms Saima Khan, Chairperson, and Founder of Suffah Educational and Welfare Foundation, Public  
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## Topics of Abstract

Teachers and Teaching during the COVID-19 Pandemic: An Analysis from University Teachers.....	3
Journalism in Pakistan: Uses and Effects of Social Media on Journalistic Ethics.....	4
Role of Snapchat in Creating Fake Reality of Beauty: A Case Study .....	5
Adolescents' Use of New and Traditional Media and their Political Participation in Pakistan.....	6
Creation of Perception by International Media in Times of Crises; Instances from Taliban Takeover of Afghanistan .....	7
Framing of Female Politicians: A Content Analysis of English and Urdu Newspapers .....	8
Political Marketing as an Electoral Campaign Strategy .....	9
Pakistani Media and Women Empowerment: A Case Study of Lahore.....	10
Portrayal of Life Conducts in Instagram Advertisement; A Content Analysis of Lahore-based Popular Influencer's Instagram Pages .....	11
Environmental Risk Management and Media: A Meta-Analysis .....	12
Impact of Bollywood Movies on Islamic Sentiments of Pakistani Youth.....	13
Analysis of Social and Traditional Media with Reference to the Treatment of Issues .....	14
Suicide News Reporting During COVID-19 Lockdown in Pakistan: A Content Analysis.....	15
Constructive Journalism Practices and Regional Development: Qualitative Content Analysis of News on CPEC.....	16
Pakistani Stock Market amid COVID-19 Turmoil: Do Panic News and Media Hype effect Returns and Volatility amid First Wave? .....	17
Participatory Communication for Effective Improvement in Socio-Cultural Context of District Swat, Khyber Pakhtunkhwa, Pakistan.....	18
Video Games and Aggression: Testing the Effects of Video Game Playing on the Aggressive Tendency of Players.....	19

# **1. Teachers and Teaching during the COVID-19 Pandemic: An Analysis from University Teachers**

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## **Abstract**

The COVID-19 pandemic has impacted the life of people around the world. All the sectors were affected badly but the one sector that tops the chart is education sector. The education sector had to quickly respond to an unexpected and kind of forced transition from traditional to tec-based mode of teaching. The purpose of the study was to explore the effectiveness of the online teaching. The qualitative method was applied, and interview were conducted from different university teachers. In this study ten respondents were selected from five different universities of Punjab. The findings of the study revealed that, teachers of public sectors universities faced different challenges in adoption of technology to conduct the online classes. It is founded that; the private sector universities manged this lockdown period properly and engage their students in a better way. It is also explored that; in public sector universities the teachers were not properly facilitated by administration to engage their students and conduct the online classes.

**Keywords:** *Online Teaching, Teachers, COVID-19 Pandemic*

## **2. Journalism in Pakistan: Uses and Effects of Social Media on Journalistic Ethics**

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### **Abstract**

This study examines the demographic and organizational drivers of journalists' usage of social media and their evaluation of the influence of these media on their professional norms and values, drawing on the results of a representative online survey administered to 480 Pakistani journalists in 2021. The impact that journalists believe these outlets have on their ethics and morals in the workplace is also explored. Most journalists in Pakistan use social media for work often, mostly to see what other media outlets are up to and to discover fresh stories as they break. Young journalists working in broadcast, online, and social media are the most avid users of these platforms. The same is true of younger journalists. The results also suggest that journalists who are optimistic about the potential of social media in journalism and who put a high value on social media in their employment are more likely to endorse journalism's populist-mobilizer and disseminator responsibilities.

**Keywords:** *Journalism, Ethics, Social Media, Values, Survey*

### **3. Role of Snapchat in Creating Fake Reality of Beauty: A Case Study**

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#### **Abstract**

The purpose of this study is to find out the fake reality of beauty created by Snapchat filters and also the changing patterns of beauty among female users. The researcher used the questionnaire surveys as a data collection tool. Purposive and convenient sampling is used to select samples. The sample size consists of 103 respondents. 75.8% of the respondents agreed that Snapchat filters construct fake beauty standards and 64.7 % believed that Snapchat filters affect the users psychologically. The results support the self-discrepancy theory is used as a theoretical background for this study. The findings showed that Snapchat filters do create fake expectations in the users' mind and they also lead them to self-dissatisfaction also users are more inclined to look like their filtered pictures which also support the objectives of this study. Future research is needed to explore the issue in-depth with a large number of samples to draw more accurate results

**Keywords:** *Snapchat filters, Snapchat dysmorphia, Female, Fake reality, self-dissatisfaction*

## **4. Adolescents' Use of New and Traditional Media and their Political Participation in Pakistan**

**Dr. Muzammil Hussain**

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### **Abstract**

This study was conducted in Pakistan with the purpose of determining adolescents' levels of political interest, knowledge, and conversation, as well as their consumption of conventional and internet news sources. Teenagers in Pakistan engage with political media for four distinct purposes, including entertainment, teaching, social utility, and monitoring. If Pakistani adolescents meet their informational and social needs via a combination of new and classic forms of media, they are more likely to become politically active as adults. When it comes to young people in Pakistan becoming involved in politics, the most important forum is the Internet.

**Keywords:** *Online Media Use, Political Participation, Traditional Media, Political Knowledge, Political Interest*

## **5. Creation of Perception by International Media in Times of Crises; Instances from Taliban Takeover of Afghanistan**

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### **Abstract**

In the contemporary era, the regime changes and power shift in Afghanistan from the US occupants to the local Taliban have created quite a stir in realm of international relation's academia since the past year to which media's role has been critical. To study the pertinent role of media in crises, the research study opted to analyze the narrative being built by international media on this particular issue of Afghan Taliban takeover. This study used critical discourse analysis technique to focus and analyze the coverage of selective media sites like The Economist, British Broadcasting Corporation and CNN with the goal of following a particular timeline of events, starting from the US evacuation to initial Taliban regime days. The research at hand came to point out that in the initial days of the crises the Taliban were portrayed as victors of Great and long battle while in the days to come. Moving forth it was observed that the positive tone of media towards the Taliban started to move towards a downfall, where they considered the Taliban as incompetent in terms of governing the state. Where once the US was criticized, the international media switched the roles. From victors, the Taliban became the villains, negative images were portrayed in respect to solely focusing on the religion, thereby the imposition of Shariah Law in the Taliban regime as well future and safety of women in the state. Clearly pointing to the fact that media which is considered to be impartial, and objectives fails to do so in this account. Whereas in reality, the core/hegemony build the narrative through media and solidify their belligerent actions and claims to sustain their favored distorted realities and perceptions, which may quite far from the actual truth.

**Keywords:** *Afghanistan, Taliban, Media role, Islam, Women rights, Terrorism*

## **6. Framing of Female Politicians: A Content Analysis of English and Urdu Newspapers**

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### **Abstract**

Media and journalists have the power to mold the opinions of public and to show them reality through their eyes. Journalists fall for the use of certain frames, which can result in unbalanced reporting. This study analyzed four frames (Visibility, personalization, Issue Type and Tone of Story) in main stream English and Urdu newspapers. Study conducted quantitative content analysis of news stories from *Jang* and *Dawn* in time period of 6 months (1<sup>st</sup> June to 30<sup>th</sup> November 2019). Sample was drawn using probability systematic sampling technique. The results show newspaper frames also exist in female politician's stories and that visibility and Issue Type varies in *Jang* and *Dawn* while Personalization and Tone of Story do not vary with Type of Newspaper. Research limitation and recommendations for future researchers are also included. This study is expected to contribute in existing body of knowledge and guidance to future researchers as well as for journalists.

**Keywords:** *Public Opinion, Female Politician, News Stories, Daily Dawn, Daily Jang Newspaper*

## **7. Political Marketing as an Electoral Campaign Strategy**

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### **Abstract**

This paper examines the importance of political marketing in the electoral campaigns, not only media particularly social media is changing the daily lives of people and bringing ease in ways of living but it is also changing the field of politics in a way that it measures the success of electoral campaigns. This paper aims at telling the high incorporation of media and technology in the electoral campaigns and how it plays its role in the victory and defeat of political parties and changing in the public opinion which is the main agent of deciding the election results. Taking the case study of Pakistan predominantly it makes the reader able to analyse the role of political marketing in electoral campaigns. The paper also recommend some measures which can be helpful in this political marketing age and it also throw same light upon the future aspects of political marketing in electoral campaigns. Political Marketing is one of the major strategies used by the Political Parties in order to accomplish their goals and objectives which are predominantly political objectives and goals. Political Marketing is a great tool used for the success of the political parties. Now in the contemporary world political marketing is increasing with a great pace and speed. Nearly all the world is involved in this strategy in order to gain success and maintain or for the achievement of the political objectives. Through this strategy of the political marketing the political parties attract the masses of people towards themselves while making the songs, advertisements, commercials, banners, fliers and much more things. Through this people attract towards them and give vote to their parties in the election campaigns. So, this is used during the election campaigns in order to make the influence of their party over the others. The more the investment is there upon these marketing tactics the more will be the chance of that political party to win in that election campaign. This political marketing is also an art of playing with the minds of the people and to present their manifesto in such a way that citizens and the people of that country radially give vote to that particular party.

**Keywords:** *Political Marketing, Election Campaign, Political Communication, Pakistani Media*

## **8. Pakistani Media and Women Empowerment: A Case Study of Lahore**

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### **Abstract**

Empowering women is an important worldwide development problem. It has different forms over time and space but is tightly associated with economic, so-cultural, family and interpersonal fields. As in many other countries, Pakistan has signed various international statements to empower women, yet Pakistani women also suffer from a high level of discrimination and are economically dependent. Media has the power to reach big audience by mass communications and is regarded the most important instrument of society in modern times. While the media, on the other hand, have particular tasks to carry out to improve society as the fatal pillar of our democracy. This research conducted, how socio-cultural variables in Pakistan affect women's empowerment. Objectively this research has done to understand the role of Pakistani media in empowering women and also to understand the hurdles in women empowerment. This research has focus to examine the portrayal of women in media and Pakistani dramas and films. The researchers have used cultivation theory as theoretical framework and have conducted a quantitative survey to collect the data.

**Keywords:** *Pakistani Media, Cultivation Theory, Women Empowerment*

## **9. Portrayal of Life Conducts in Instagram Advertisement; A Content Analysis of Lahore based Popular Influencer's Instagram Pages**

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### **Abstract**

In this study the researcher analyzed the content on Instagram portraying life conducts by the famous influencers of Instagram. Identical and contrasting, both genre of content is communicated as the influencer's style of living. Instagram's lifestyle content in context to advertisement is created in a pattern of living style with and without mentioning the advertisement factor. Life conduct and advertisement is merge in a way that it appears to be natural content creation. For this purpose non-random purposive sampling technique with sample size of 40 famous Instagram influencer's pages who have more than 50K followers was selected. Content posted during 6 months; 10<sup>th</sup> of December, 2021 to 10<sup>th</sup> of June, 2022 is scrutinized. Data gathered through coding sheet by encrypting the content in lifestyle, advertisement, fashion, food, public service message, travel, health, fitness and others. Advertisement is found as the most common and supreme element of the content analyzed because of reaching 100% among the posted theme of digital data. Its frequency vary but among classification of content it remained constant on being unreasonably excessive but also supporting fashion in a styling way that sponsored items seems like influencer's choice of picking the best for themselves. This supports the constructs of framing theory by focusing on presenting one genre of content but with agenda of sponsors and promotions. Furthermore provides recognition to stratification. Numerous trends were observed in content creation but publicizing way of lifestyle remained persist. Through the Influencer's portray of living manner on Instagram, the audience assimilate it as that it is actually influencer's lifestyle and not only advertisement but through interpretation of content evaluation.it is ferret out that advertisement is leading niche of the Instagram content.

**Keywords:** *life conducts, Instagram, influencer's, advertisement, living standards, posted content*

## **10. Environmental Risk Management and Media: A Meta-Analysis**

**Dr. Nasim Ishaq**

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### **Abstract**

The current study reports a meta-analysis of 31 published articles to gauge the media's part in the portrayal of climate change, disseminating the opinions of ecologists and environmentalists and enhancing the active role of citizens to cushion the climate change's impact on the universe. A quantitative study explains the geographic Centre, research techniques, theories, authorship, media genera, and specific years of relevant printed articles. A qualitative study examined the highly prominent studied themes. The researcher outcomes propose that a good number of researches covered European countries, while Asian countries and Asian media have been less studied. The researcher also documented an apparent dearth of comparative analysis, limited studies of illustrations (photographs, caricatures), likewise a deficiency of studies on virtual media. The researcher observed that most research articles examined the content published in print media. Additionally; the meta-study shows that in some countries, the climate risk tends to be negatively framed as "exaggerated theoretical discussion". Suggestions; for these outcomes are discussed.

**Keywords:** *Climate change, climate crisis, Meta-Analysis, Media, climate risk management*

## **11. Impact of Bollywood Movies on Islamic Sentiments of Pakistani Youth**

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### **Abstract**

The aim of the research was to identify and investigate the impact of Bollywood movies on Islamic sentiments of Pakistani youth. It has also been observed that a rise in Bollywood movies showing historical bias and errors when it comes to portraying Muslim historical figures. The objectives we needed to achieve was to see whether these movies had a positive or negative impact on the Islamic sentiments of Pakistani Youth. Quantitative method was employed, survey was conducted, a questionnaire was formulated and its questions were structured from general to specific, 100 questionnaires were distributed among UMT students 50 being male and 50 being female. Segregation of sample was further done on basis of degree (Bachelors and Masters). Convenience sampling was employed. Framing and agenda setting theory were employed. In this research, study findings suggested that Bollywood movies portray Muslim characters in a negative light and role, that through this they have hurt Islamic sentiments of youth. Study also suggested that Muslim historical figures were falsely portrayed which in fact did hurt Islamic sentiments of Pakistani Youth.

**Keywords:** *Bollywood movies, Youth, Quantitative method, Muslim Culture,*

## **12. Analysis of Social and Traditional Media with Reference to the Treatment of Issues**

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### **Abstract**

Just because of access of internet Pakistani media setting has been significantly transformed. Social media has played influential role in this transformation. Society proactively getting information from the traditional media as they used to be, but are dynamically seeking information from the Internet and pass information through online media platforms, especially through social media. The paper scrutinizes that how powerful are the social media in Pakistan? And what are the interactions between social media and traditional media? How could these interactions influence each other? In order to explore the relationship and interaction between social media and traditional media. This study explores the difference between social media and the traditional media with reference to the selection of the topic and react differently when covering issues.

**Keywords:** *social media, traditional media, powerful, interactions.*

### **13. Suicide News Reporting During COVID-19 Lockdown in Pakistan: A Content Analysis**

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#### **Abstract**

Suicide is one of the most leading causes of deaths in the world, and the events like COVID-19 may have the association with some psycho-socio-economic challenges that could lead people kill themselves. This study, however, is an attempt to identify if COVID-induced lockdown caused the increase in the suicide cases. Pakistan is one of the epicentres of suicides in the world but no study has been carried out during COVID-19-induced lockdown in Pakistan. Choosing daily Kawish newspaper, the content analysis of suicide cases was performed from March to August 2020. 19-30 was the leading age bracket for suicides mentioned in almost half (48%) of the news, and the majority were males (74%). Hanging (37%) and consumption of poisonous material (28%) were leading methods of suicidal acts. The familial discords (36%), poverty (21%), and joblessness (14%) were leading risk factors of suicides. Due to the severe lockdown, the number of news reports about suicide methods, except hanging, was seen to have reduced. There was no significant increase in the reported suicide cases during lockdown. Because newspaper primarily focused on the harmful information about suicides, the responsible reporting against suicides in the country is need of time.

**Keywords:** *Suicide deaths, news reports, developing countries, COVID-19, Lockdown*

## **14. Constructive Journalism Practices and Regional Development: Qualitative Content Analysis of News on CPEC**

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**Dr. Zain Rafique**

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### **Abstract**

The core purpose of this study is to analyze the role of the press while reporting on China-Pakistan Economic Corridor (CPEC), which is considered to be the game-changer in regional development. Several developmental projects have been launched under the umbrella of CPEC. For this study, news stories on CPEC of *Dawn*, *Express Tribune*, *Washington Post* and *New York Times* published from July 2020 to December 2020 are examined. Qualitative content analysis techniques are deployed to examine the constructive journalism approach. Six elements of constructive journalism that were classified by the Journalism School at Windesheim University of Applied Sciences in 2016, 1) Solutions, 2) Future Orientation, 3) Depolarization, 4) Constructive Interviewing, 5) The Rosling, 6) Co-creation and empowerment. These elements are defined and used in this study to avoid the researcher's biasness, however, this study is not limited to those elements. Three-stage coding (open coding, axial coding, and selective coding) of new stories were done. The coding techniques were borrowed from the grounded theory approach. Results of the study show that eight major themes emerged from the data regarding journalism practices of Pakistani and American newspapers on CPEC.

**Keywords:** *Constructive Journalism, Regional Development, Qualitative Content Analysis, News Analysis, CPEC*

## **15.Pakistani Stock Market amid COVID-19 Turmoil: Do Panic News and Media Hype effect Returns and Volatility amid First Wave?**

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**Muhammad Mubasher Kamran**

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### **Abstract**

This study investigates the effect of fake news, panic news, and media hype on stock market returns and volatility amid COVID-19 in Pakistan. The study employed the multivariate exponential generalized autoregressive conditional heteroskedastic (M-EGARCH) model on the sample of 166 working days in which the stock market remained functional. The major findings of the study are as follows. First, fake news and media hype related to COVID-19 is negatively associated with the stock market returns. Second, the negative effect of media hype on stock return is greater than the fake news. Third, the aftermaths of the variance equation suggest that media hype, Infodemic, and panic new increase the stock market volatility. Moreover, the asymmetric effect of bad and good news also confirmed. The presence of asymmetric effect suggests that bad news has more effect than good news. In general, the results suggest that media broadcasting related to COVID-19 creates uncertainty and panic among investors which creates volatility in the stock market. The findings of the study further suggest that strong co-ordination among National Command Operation Center (NCOC) and the Information ministry may result in stabilizing the stock market return by enhancing the investors' confidence and reducing the panic.

**Keywords:** *News, COVID-19, Stock returns, Volatility*

## **16. Participatory Communication for Effective Improvement in Socio-Cultural Context of District Swat, Khyber Pakhtunkhwa, Pakistan**

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### **Abstract**

This study was conducted to investigate the factors affecting the participatory communication in socio-cultural context of district Swat, Khyber Pakhtunkhwa, Pakistan. The study was carried out because non-governmental organizations are facing numerous problems that effecting the process and output of the projects. In the remote areas of the country, people are culture restricted where they bound to follow traditional and norms values in daily life. For, the examination of the phenomenon the researcher applied quantitative methodology, while survey research technique was used for the data collection. A questionnaire was used as data collection tool for target population, while data was collected from the district Swat based non-governmental organization practitioners through convenient sampling method. Data was collected from 230 workers of the area, while the response rate was 67.9% in this regard. Statistical Package for Social Science (version: 19) was used for the data analysis. The results of the study proved the objectives and hypotheses of the study that participatory communicators are facing cultural, social, financial, political, governmental, and organizational and project related issue in district Swat. The findings also confirmed that education is the best remedy to overcome these problems, whereas, people of the area are more dependent on culture, values, tradition and norms. The outcomes of the research also proved that political and religious figures are more influential in the area and working as opinion leaders of the residents of district Swat. It has been also found that good communication skills and use of new technology can overcome the problems of participatory communication in district Swat. This study will help the NGOs and INGOs practitioners to overcome the problems in the project implementation in the rural areas. It will also help the NGOs workers to take the influential figures of the society in confidence before implementation of the project.

**Keywords:** *Participatory Communication, Social, Cultural, effects, District Swat*

## **17.Video Games and Aggression: Testing the Effects of Video Game Playing on the Aggressive Tendency of Players**

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**Prof. Dr. Fazal Rahim Khan**

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### **Abstract**

The aim of this study was to address the issue of linkage between video game playing and aggression. The rationale of this study was to identify the effects of videogame playing on aggressive tendencies in Pakistani cultural settings. The method of research in the study was quantitative survey was used. For data collection, the questionnaire was consisted in 3 sections which comprised of demographics, type and amount of videogames played and Buss Perry aggression model from which 379 respondents were selected, through probability sampling. The results showed that violent video game players' had lower aggressive tendencies that non-violent video game players'. The result findings suggested that violent video games play a role of catharsis in violent video game players. The regression model shows that an inverse relationship between violent video game players does exist in lowering aggression. While gender as a moderator did not play a statistically significant role in video games effect of aggression.

Keywords: videogames, violent video games, non-violent video games, aggression, Pakistani cultural settings, university students, regression