



**FOUNDATION UNIVERSITY
SCHOOL OF SCIENCE AND TECHNOLOGY**



**2nd International Conference on
Media & Communication Studies
07th May, 2024**

**ICM
ACS
2024**



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Abstract 1

Impact of Online Video Games on Aggression Level: A Quantitative Study with Perspective of Violent Games

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Over time, there has been a significant increase in violent behaviors among youths, and the average age of crime has risen. Research goal was to find out how video games affected the behaviors of male and female in college and university groups. With the theoretical perspectives of “*General Aggression Model (GAM)*” the study was quantitative in nature. The data was collected from (n=204) respondents aged 15-30 years old. The sampling was done purposively who play video games. The Buss-Perry Aggression Questionnaire scale (29 questions) used for data collection and demographic information questions (4 items). The results showed that 24 (11.8%) respondents play game about 1 hour or less on daily, 42(20.6) play game about 2 hours daily, 51(25.0%) about 3 hours daily and 87(42.6%) respondents argued that they play games 4 hour or more on daily basis. Findings shows that respondents play video games two hours or less have low level of verbal and physical aggressiveness scores. Research proved that there is a connection between playing violent video games and aggressive behavior, as well as social behavior. Despite the rating of aggressiveness, the participant's attitude toward rage and hatred was more apparent. Video games are linked to teens' declining empathy levels in addition to their increased hostility. The study concluded that the majority of participants preferred playing violent video games were not very sympathetic, and lacked a selfless mindset.

Keywords Video Games, Aggression, PUBG, Buss-Perry Aggression Scale, Mental Health.

Abstract 2

Exploring the Spiral of Silence: Social Media Dynamics and the Moderating Influence of Fear of Isolation

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The Spiral of Silence theory proposed by Noelle Neumann comes from an era of no social media or the Internet. It mainly discusses how people's opinion is influenced by Fear of Isolation while forming a public opinion. The existing literature lacks the application of the Spiral of Silence to study social dynamics on Social Media. Most studies on the Spiral of Silence exist in traditional settings to study political case studies and lack the personal and social aspects of individuals. This study intends to bridge the research gap by exploring the Spiral of Silence theory on social media but also to revisit the concept of "The Hardcores" a term coined by Neumann. Consequently, for the new dimensions in this study, new variables are adapted from the literature and the theory itself to find out the relation of the independent variables: Perceived Social Support and Personal Opinion Strength on Dependent Variables Self-Censorship and Willingness to Speak under the Moderation effect of Fear of Isolation. This research elucidates the dynamics of the expression of public opinion in this digital era and paves the way for further dimensions to be explored in the same context.

Keywords Spiral of Silence, Social Media, Noelle Neumann, Public Opinion, Fear of Isolation.

Abstract 3

Impact of Social Media Platforms on Addressing and Creating Awareness of Mental Health Problems in Youth and Adults: A Comprehensive Study of the Lahore District

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This study analyzed the impact of social media on spreading awareness about mental health in Lahore. With the digitalization of services, social media's role in addressing mental health has grown. Platforms like Facebook, Instagram, and YouTube have become key in dispelling myths about mental illness through personal stories and campaigns. Celebrities worldwide, including Prince Harry, Beyoncé, and Deepika Padukone, have shared their mental health struggles, increased visibility and reduce stigmas. Acknowledging mental health issues is a significant hurdle. Many avoid seeking professional help due to discomfort or humiliation. Online resources offer a discreet alternative, providing support without the need to reveal one's identity. Social media fosters communities focused on mental health care, influencing both adults and youth through various content, from vlogs to motivational speeches. The researchers surveyed 200 individuals aged 16 to 45, the participants were included from college students to house wives and from employees to businessmen. The researchers observed three Facebook groups, three Instagram accounts of motivational influencers, and three YouTube channels dedicated to mental well-being. Beside this the researchers also interviewed three psychologists to take their point of view on the impact of social media on addressing and creating awareness of mental health problems in youth and adults. The results indicate a substantial impact of social media platforms in spreading awareness and aiding individuals in addressing mental health problems.

Keywords Mental health, Social Media, Awareness, Health problems

Abstract 4

Exploring the Psychological Effects of Facebook usage Among Pakistani Youth

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The evolution of social media applications, such as Facebook, have become enormously popular and accessible to Pakistan's youth. Social media makes it easier to socialize and stay connected in virtual space. Using social media increases the risk of multiple psychological effects which are associated with mental health, particularly among young people. This research explored the psychological effects of the Facebook application among the University students, by using the Uses and Gratification theory. This study used a survey approach to examine the psychological effects of the Facebook social media application on the university students. A self-administered questionnaire was used to collect data from a sample of 400 respondents, with male and female participants represented equally. According to the data analyzing that there are all students 100% used the smart for social media in their daily life and 78% of students used smartphones for more than three hours in a day. According to empirical analysis more than 65% of respondents use smartphones for a variety of activities, such as calling, chatting, finding information, and having fun. According to an exclusive data analysis, the Facebook has various types of psychological effects on its youth. These psychological effects include loneliness, anxiety, and stress. It was found that 45.3% of respondents agreed that the Facebook application causes stress, followed by 33% who disagreed that it causes loneliness, over 40% who agree that it causes anxiety, and 42.3% who agree that the application encourages users to harm themselves. According to analysis of data, more than 45% of students believe that the Facebook has psychological effects on youth. So, it is concluded that Facebook is one of the famous applications among the university students which has different types of psychological effects, and it is causes loneliness, stress, depression, and anxiety.

Keywords Social Media, Youth, Facebook, Purpose, Psychological effects.

Abstract 5

Exposure to Social Media climate change information; a study of influence on knowledge and behavior of Youth in Pakistan

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Recent decades have seen an increase in the frequency and intensity of climate change-related disasters, which has had a profound effect on many different sectors globally (Weerasekara et al., 2021; Siddiqui et al., 2022). An urgent problem facing Pakistan at the moment is the rise in extreme weather. This has resulted in a variety of crop hazards, including severe floods, droughts, and changes in rainfall patterns (Khan et al., 2024). Recognizing of this danger, the research explores how social media might educate and sensitize young people to concerns relating to climate change. Additionally, after young people are exposed to pertinent information via social media platforms, it seeks to evaluate behavioral shifts regarding climate issues. This study is supported by Albert Bandura's Social Learning Theory that states that individuals learn from watching actions performed by others towards behavior change (McLeod, 2016). The sample of 323 students were selected from Foundation University Islamabad. The results of this study revealed that there is less exposure on social media regarding climate change due to which the knowledge is less as well and thus there is insufficient behavior change towards climate. This study scrutinizes the role of society in establishing pro-environmental behavior through social media.

Keywords Social media, Exposure, Knowledge, Behavior, Climate change.

Abstract 6

Role of Media in the Struggle of Transgender Rights in Pakistan

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The transgender community is one of the segments of our population, which is socially, culturally and legally less recognized. The media representation is one of the key sources which influence the transgender people regarding their awareness and issues. It helps in changing the perception and behavior of the people towards this community and refers to the direct construction of the gender identity. The purpose of this study was to investigate and analyze the representation of the transgender people in the mainstream Pakistani English newspapers i.e. Daily Dawn and Daily Express Tribune in a comparative manner. Content analysis has been chosen as study design in order to know the prominence level and the contribution of media for the social inclusion and highlighting the issues faced by the transgender community. Data was collected between September 1st 2023 to March 31st 2024. A total of 47 stories were published in the due timeframe. The result found that Daily Dawn has given more coverage to transgender related news as compared to The Express Tribune. The results demonstrate that most of the news stories were about the transgender rights of the transgender community. The study also found that most of the transgender related stories are published on national/international pages and most of the news content is reported from Karachi. It has been identified that the transgender community is underrepresented in the media in terms of their basic rights.

Keywords Transgender, Rights, Media, Pakistan

Abstract 7

Indian Involvement in Baluchistan: Myth or Reality

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This paper delves into the multifaceted dynamics of Indian involvement in Baluchistan, analyzing factors such as geopolitical motivations, historical tensions, security concerns, and economic interests. The study underscores the significant implications of this engagement on Pakistan, affecting diplomatic relations, internal stability, and security calculations. To counter Indian involvement, this paper advocates for a comprehensive strategy involving diplomatic, political, and security measures. By synthesizing insights from diverse sources, and applying Realism Theory, the study provides a thorough understanding of the issue. The conclusion would emphasize the need for nuanced policymaking, consideration of biases, and recognition of the multifaceted nature of state behavior in international relations, offering a foundation for informed decision-making and future research initiatives.

Keywords Geopolitical, Pakistan, international relations, Diplomatic relations

Abstract 8

Caricatures the agent of war or peace? Analysing caricatures of Al-Quds and Israel Hayom using John Galtung's war and peace journalism theory

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Caricatures are the source of non-verbal communication in conjunction with symbolic messages. This study aims to analyse caricatures pertaining to recent Hamas and Israel ongoing war by using (John Galtung's) war and peace journalism theory. Caricatures have been collected from two most circulating newspapers (Al-Quds from Palestinian territories), (Israel Hayom from Israel) in pertaining regions. Researcher has collected (n=60) caricatures from 8th October to 9th November 2023 by using purposive sampling. Quantitative content analysis is used in order to ascertain the emerging categories. To adhere the objectivity pilot study has been done before the actual coding and to maintain the inter coder reliability Cohen Kappa method is employed. The researchers were eager to address the following question; Is Al-Quds promoting war journalism or peace journalism through its caricatures during Hamas and Israel war? Is Israel Hayom promoting war journalism or peace journalism through its caricatures during Hamas and Israel war? Which newspaper promotes war journalism more than peace journalism? Which newspaper promotes peace journalism more than war journalism?

Keywords Caricatures, Hamas, Israel, John Galtung, peace journalism, war journalism.

Abstract 9

Photojournalism and Disaster: A Study of Visual Coverage of Floods 2022 in Pakistani Newspapers.

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To assess the visual frames created by national newspapers while photographically covering the biggest flood in 2022. This is exploratory research and every photograph published in the Daily Dawn and the Daily Jang in English and Urdu newspaper were analyzed from July to September 2022. The selected visuals were placed into specified categories and content analyzed quantitatively using Rodriguez and Dimitrova's (2011) levels of visual framing. The census method of sampling was used. More than half of the visuals were from the daily Dawn and the majority of the images were found on the front page of the newspapers. At the connotative level-Dominant Visual frames have been seen which are the victims in distress and disaster damage scenery both are the most common dominant visual frame. But if we bring together the frames of victims in distress and victims' recovery (both are portraying victims) then they become the most dominant frames. At the stylistic-semiotic Level, the frequency of the type of camera shots and camera angles in both newspapers showed that the majority of the shots were long shots that show the whole context of the disaster. Urdu media must rearrange its priorities while reporting disasters. It must also be focused on the victim's issues, what problems they are facing, and the restoration of victims. The field of visual framing is advanced by this study. There is a requirement to highlight such natural disasters more and show the plight of the victims visually in their newspapers. Instead of prioritizing mere statements of politicians and other important personalities.

Keywords Photojournalism; floods; visual coverage; natural disasters; visual frame

Abstract 10

Role of Media in States Soft Power Projection

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Joseph Nye (1990) coined the term ‘soft power’ to describe a country’s ability to co-opt rather than coerce in the process of shaping the preferences and long-term attitudes of the public in the receiving country in order to facilitate the missions of the practicing country. The term and basic idea of soft power not only quickly gained popularization among politicians, scholars, pundits, and journalists, but also witnessed extensive practices all around the world. Among various soft power resources, media serves as a quicker conduit in delivering a country’s messages. Media plays a crucial role in shaping soft power by influencing international affairs and nation branding. Various studies highlight the significance of media discourse in constructing identities that enhance soft power. The growth of media industries, including social networks, has been instrumental in the dissemination of soft power strategies, being central to state soft power campaign. The evolution of media industries in various states also demonstrates how different forms of media contribute to economic growth and societal welfare, ultimately impacting the nation's soft power capabilities. This research paper focus on state soft power projection through media in contemporary world.

Keywords Soft Power, media, international relations.

Abstract 11

Media Discourses on the Iraq War: A Comparative Examination of Pakistani and British Press

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This research article explores the media agenda of significant issues during the Iraq War, focusing on the perspectives presented by the Pakistani and British press. The invasion of Iraq in 2003 by a coalition led by the United States sparked intense international debate and scrutiny. Media outlets played a crucial role in shaping public opinion and influencing policy decisions. By employing the theoretical framework of the agenda-setting, this study examines how the newspapers in Pakistan and Britain covered key issues such as the rationale for war, weapons of mass destruction, civilian casualties, international diplomacy, and post-war reconstruction efforts. This study employed thematic analysis for the analysis of data from British and Pakistani newspapers. For the analysis of data NVIVO 10 was utilized. By analyzing news editorials from prominent Pakistani (Dawn and The Nation) and British newspapers (The Guardian, The Independent), the study found that the newspapers highlighted the following issues such as Prisoners of war, weapons of mass destruction, Saddam's rule in Iraq, Criticism on America, British dossier about Iraq war, US interests in middle east, Infrastructural rebuilding in Iraq, Muslim peace keeping forces, Future government setup in Iraq, Humanitarian crisis in Iraq and UNO role in Iraq war. Through a comparative analysis, this study contributes to our understanding of the role of the media in shaping public discourse and perceptions during times of international conflict.

Keywords Conflict, War, Media, Agenda Setting

Abstract 12

A study to investigate the Role of Artificial Intelligence (AI) in Higher Education Studies in District Lakki Marwat.

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Artificial Intelligence tools like Chat GPT is very commonly used in this present technological era and no one can deny from its importance because it has become a necessary part of our education system. The main purpose of the current study was that to find out the positive role of AI in higher education studies that is why major objectives of the study were: to find out the usefulness of various Artificial Intelligence (AI) tools in higher studies at university level across gender groups and discipline groups. The study was descriptive in nature that is why self-developed questionnaire was used for the collection of data as a research instrument. Population of the study was all the master level students enrolled in session 2021-23 of social sciences and pure sciences in public sector universities of Khyber Pakhtunkhwa, and sample size of the present study was eight hundred students of four public sector universities of southern districts in Khyber Pakhtunkhwa. Similarly, the data which was collected from the given sample of population was arranged, coded, analyzed, and tabulated through SPSS version 24. Statistical tools which were used for analysis of the present data were percentage, mean, standard deviation, independent sample t-test, and one-way ANOVA post hoc. After the successful completion the findings of the present study clearly revealed that Artificial Intelligence (AI) tools in higher studies at university level across gender groups and discipline groups.

Keywords Artificial Intelligence, Education, gender, disciplines.

Abstract 13

Student Learning Through Animation: An Experimental Evaluation of its Effectiveness as a Pedagogical Tool

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This study investigates the impact of animation on student learning and compares the efficacy of animation-based pedagogical methods with traditional approaches. The hypothesis of this study proposes that animation contributes to the enhancement of several facets of the learning process, such as attention, retention, reproduction, and motivation, that aligns with an observational model derived from Social Learning Theory. This study employs a quantitative methodology conducting experiments with two distinct groups: an experimental group exposed to animated videos and a control group receiving traditional instruction. The sample comprised 170 students across grades 3 to 6, subdivided into control and experimental subgroups. Results indicate a significant positive effect of animation on learning outcomes, with students in the experimental group demonstrating higher levels of attention retention, improved reproduction of learned material, and increased motivation compared to their counterparts in the control group. These findings support the hypothesis that animated videos are beneficial tools for enhancing student learning in a pedagogical context.

Keywords Animation, Pedagogical tools, Learning Outcomes, Experimental Evaluation, Student Engagement, Learning Process.

Abstract 14

The Digital Storytelling and its Implications for Regional Visual Cultural Narratives

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In the wake of ever expanding technologically mediated world the regional visual cultural narratives are disposed to immense transformations. Immersive and participatory technologies are influencing both the ways in which the artworks are produced as well as received by the audiences. This paper draws on the conceptualization of the relationship between technology and media, presented by the two most influential media scientists; Raymond Williams and Marshall McLuhan, to underline the role of digital technology in paving the way for alternative ways of narrative construction. This paper further employs a cultural theory to formulate a relationship between technology and narrative construction in the cultural text. My multimedia technology art practice is used in this paper as a base material to discuss how contemporary digital narrative making practice is influencing our traditional visual cultural narratives.

Keywords Digital storytelling, Visual culture, Narrative construction, Multimedia Arts, Immersive technologies, Participatory technologies.

Abstract 15

Digital Media and SDG Communication

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This paper delves into the relationship between digital media and Sustainable Development Goal (SDG) communication, exploring how digital platforms serve as vehicles for disseminating information, fostering connections, and driving action towards SDG achievement. The study evaluates various Internet channels such as social media, web forums, and mobile applications to assess their effectiveness in spreading information, fostering dialogues, and mobilizing resources for sustainable development projects. By analyzing case studies and best practices from different sectors and regions, the research identifies successful strategies for utilizing digital media in SDG advocacy while addressing challenges faced by various stakeholders. Additionally, the paper discusses the potential of emerging technologies like artificial intelligence and virtual reality in enhancing SDG communication efforts and tackling global challenges. Emphasizing digital literacy, accessibility, and inclusiveness, the study aims to provide insights for policymakers, communication professionals, and stakeholders on leveraging digital media to advance economic development, social inclusion, and environmental sustainability. Overall, this research contributes to a better understanding of the opportunities and limitations of digital media in advancing the SDGs, offering a practical guide for achieving these goals effectively.

Keywords Digital media, Sustainable Development Goals (SDGs), Communication, Social media, Awareness, Advocacy, Emerging technologies, Digital literacy.

Abstract 16

Attitude and behavior of youth towards online shopping; a case study of public sector universities of Khyber Paskhtun Khuwa

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This study was aimed to conduct the behaviour and perception of students towards online shopping; A case study of public sector universities of Khyber Pakhtun Khwa. Positivism research Philosophy was employed. So, this current study was quantitative in nature and therefore, survey research design was applied. The study was conducted in well reputed five universities of Khyber Pakhtunkhwa including Khyber medical university, Ghulam Ishaq khan university of Engineering and technology Topi, Peshawer University, University of Agriculture Peshawar, Institute of Management Science, Peshawar. The total population of the students enrolled in these five universities was 35, 792 in which 373 students were selected through stratified sampling method. Researcher developed a questionnaire after revealing the existing research about online shopping on 5-point Likert scale. Questionnaire was validated through pilot testing and index of Item Object Congruence (IOC) whereas reliability of the questionnaire was estimated through Cronbach's alpha. Researcher personally collected the data from the respondents and analyzed by using both descriptive (Mean, Frequency, Percentage) and inferential statistics (Chi-Square, T-test and ANOVA). The result of the Study depicts that there is significant difference students' attitude towards online shopping. Female students are purchasing different items through e-shopping as compared to male students. Different age group and monthly income group have diverse attitude towards online shopping. Youngsters have preferred e-shopping as compared to oldsters and students have more income prefers e-shopping than less income.

Keywords Behavior, Attitude, Online Shopping.

Abstract 17

Artistic Ventures of Female Artists in Pakistani Cultural Dynamics

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Art serves as a universal mode of communication and expression, through which artists convey their feelings and emotions. It not only channels one's energies positively but also plays a role in educating society. Artists, as non-traditional storytellers, draw inspiration from their surroundings, with socio-political factors profoundly shaping their upbringing and development. Female artists in Pakistan have made significant contributions by projecting a softer image of Pakistan both nationally and internationally. Despite domestic responsibilities, these multitasking individuals exert considerable effort to play influential roles in practical fields. This research endeavors to showcase the achievements of Pakistani female artists through visual arts, highlighting prominent artists and their works. Their artworks represent significant contributions to the field of art, offering polite commentary on society while satisfying aesthetic needs. Information has been gathered from various sources, including books, consultations, interviews with living artists, and referencing using the Turabian method. These artists serve as representatives of the global society, facing the challenge of maintaining their cultural identity while engaging with global influences.

Keywords Art, Globalization, Female Artists, Soft image, Visual Art, Cultural Identity.

Abstract 18

The adaptation of monogram: Tughra in South Asian context

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Going through countless variations; the monograms took the form of Tughra when practiced by the court calligraphy experts of the Muslim Ottoman courts. These **specialized calligraphic monograms** have a history of evolution from a few marks to a distinct type of font, learnt and specialized by the calligraphers in various Muslim nations. This paper is the analysis of its various forms starting formally from the Ottomans, going through the monograms created by specialists for the Muslim rulers of the sub-continent and reaching to its flowering into a style of calligraphy reserved not only for names but for any verse, quotation or institutional names. Tughra under the Mughals, followed the course determined by the preceding Muslim rule in the sub-continent-a different form, from that of Ottomans. After the Mughals, however, in the context of South Asian schools of Calligraphy, Tughra was practiced as a specialized font reserved not only for signatures but for writing a large variety of texts. Its use was extended to coins by both nations of Turkey and Pakistan. However, the style taken up by the calligraphers of Pakistan in the modern age, despite a different ancestral form, was necessarily inspired by the Ottomans. This paper also provides a possible explanation of this phenomenon and discusses current trends in Tughra calligraphy as well.

Keywords calligraphy, monograms, Muslim, Rulers, Turkey.

Abstract 19

Popular Culture and Post-modernism

Baudrillard's Concept of Hyperrealism in Art and Visual Culture of Pakistan

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This paper aims at the cultural dynamics of art in Pakistan, that specifically evolved because of the Post-modern concept of Hyperrealism presented by Jean Baudrillard. Pakistan, being situated at the Indus Valley, that has been a crucible of diverse cultures from the Aryans to the British, spanning almost an era of almost four thousand years. Since 1947, Pakistan followed the western philosophies and ideologies, namely in language, literature, art and culture, owing to the Post-colonial syndrome and, mainly because of the English language. The religious dogma, on the other hand, was another feature that shaped the art and culture of this country. Adopting western aesthetic canon in practice, and European and American art syllabus in academic institutions, shaped the early years of art and popular culture in Pakistan. Later, especially under the Islamization doctrine of Zia regime, the religious simulacra started to inspire both modes of collective expression. Furthermore, the ideology of Moderate Enlightenment by Musharraf again pushed the aesthetic and cultural boundaries towards the simulacra of globalization, in the western approach. All these facts, shaped and reformed the art and popular culture of Pakistan, that can easily be analyzed through the Post-modern trends. This research shall discuss and analyze the patterns of art and popular culture of Pakistan, by applying Post-modern concepts of Hyperreality by Jean Baudrillard. Diverse genres of art like painting, sculpture, installation, along with outline of visual culture of Pakistan would be discussed at length.

Keywords Post-modernism, Hyperreality, Art and Culture of Pakistan

Abstract 20

Analyze the effect of propagated Facebook content on Political campaigns among youth

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This study investigates the impact of propagated Facebook content on political campaigns among youth, drawing upon the Gratifications Theory as its theoretical framework. Employing a quantitative analytical survey research methodology, the study sampled 301 participants aged 18 to 27 through a stratified random selection technique. The findings underscore the intricate interplay between Facebook-endorsed material, demographic variables, and young people's political engagement. By integrating demographic data, frequency analysis, and hypothesis testing, the study offers a comprehensive understanding of these connections. The results reveal the significance of tailored strategies that accommodate individual differences, promote digital literacy, and advocate for responsible platform governance. In light of the dynamic intersection of digital technology, political activism, and the diverse experiences of youth, these findings underscore the need for evidence-based interventions. As social media platforms continue to proliferate, navigating their role in shaping political discourse among the youth necessitates nuanced approaches informed by empirical research. This study contributes to the ongoing dialogue surrounding the impact of social media on political campaigns, emphasizing the importance of informed policies and practices in harnessing digital platforms for constructive civic engagement. **Keywords** Youth Political Participation, Propagated Content, Social Media Impact, Social Interaction.

Abstract 21

Navigating Entrepreneurship, Innovation, and Social Impact: Unraveling Organizational Dynamics and Market Resilience the Sustainable Development Goals Enterprises

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The intricate relationship between entrepreneurship, innovation, and social entrepreneurship (SE), emphasizing the foundational role of organizational dynamics in entrepreneurship's creation of new ventures. It explores SE as a multifaceted endeavor aimed at driving social impact, acknowledging its growing recognition as a distinct research area. Additionally, it highlights the critical importance of innovation for companies in maintaining competitiveness, especially in industries with rapidly changing product cycles. Innovation is depicted not only as the generation of novel concepts but also as their effective implementation to produce tangible commercial outcomes, underscoring the necessity for robust innovation management strategies. This passage offers a nuanced understanding of how entrepreneurship, innovation, and SE intersect, stressing the imperative for companies to adapt and innovate to thrive in evolving market landscapes.

Keywords Small Business, Social entrepreneurship, Innovative Technology

Abstract 22

Promoting Innovation, And Change among Students Through Social Entrepreneurship

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In today's rapidly evolving world, fostering entrepreneurship, innovation, and a culture of change among students has become imperative. This abstract delves into the multifaceted realm of student entrepreneurship, exploring its significance, challenges, and transformative potential within educational settings. This action-based research explores the intersection of women entrepreneurship and its impact on social change in the society. The findings demonstrated that entrepreneurship among students transcends the mere creation of businesses; it embodies a mindset characterized by creativity, risk-taking, and a proactive approach to problem-solving. By instilling entrepreneurial skills early on, educational institutions empower students to navigate uncertainty and seize opportunities in an ever-changing landscape. Moreover, innovation lies at the heart of entrepreneurial endeavors. Students, equipped with the freedom to explore new ideas and experiment with unconventional solutions, become catalysts for disruptive innovation. Through initiatives such as incubators, hackathons, and interdisciplinary collaboration, universities cultivate environments conducive to innovative thinking and cross-disciplinary exchange. By embracing failure as a learning opportunity and promoting a growth mindset, educational institutions can nurture a generation of resilient, adaptive, and forward-thinking individuals. These individuals, equipped with the skills and mindset to effect change, have the capacity to drive societal progress and shape the future landscape of innovation and entrepreneurship. In conclusion, fostering entrepreneurship, innovation, and a culture of change among students is essential for preparing them to thrive in an increasingly dynamic world. By addressing challenges, promoting risk-taking, and providing support structures, educational institutions can unlock the full potential of student entrepreneurship, catalyzing positive change on both local and global scales.

Key words Entrepreneurship, Innovation, Social Change.

Abstract 23

Beyond the Action: A Look at the Themes in "Legends of Moula Jatt"

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This study explores the themes projected in Pakistani film "Legends of Moula Jatt,". It is a remake of an old movie with same name. Where Tradition and Modernity, Love and Sacrifice, Power and Corruption, Honor and Revenge, Violence and its Consequences, Morality and Pride, Patriarchy and Masculinity, Power Struggle and Betrayal, and Social Injustice were different themes investigated with the help of qualitative thematic research methodology. The movie also explores the relevance between the themes and Pakistani culture through the lenses of Cinema. Study also focuses on the special effects and latest technological techniques used in the movie. The findings suggest that the movie's themes are deeply tangled with most of the Pakistani cultural values.

Key Words Thematic Analysis, Pakistani Cinema, Use of latest cinematic technology.

Abstract 24

Impact of violent content on Lahore based females: A comparative analysis of urban and rural sides

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This research is a comparative study of the impact of viral content on females in rural and urban areas of Lahore. Pakistani females living in rural areas are particularly vulnerable to violence because of their weak position in society and lack of awareness about their legal rights. The present research investigates domestic violence against urban and rural females. The research seeks to understand how exposure to violent media content affects their psychological, emotional and social well-being of Lahore based females. The researcher implies quantitative research method and data collected through survey methods. This study concludes that exposure to violent content has a more significant impact on females in urban areas of Lahore compared to those in Rural areas. Urban females reported higher levels of stress, anxiety, fear, and a greater sense of vulnerability due to their exposure to violent content through various media sources. This highlights the need for targeted interventions and support systems to address the mental health challenges faced by females, especially in urban settings where exposure to violent content is more prevalent.

Keywords Violent content, urban areas, rural areas, females, legal rights

Abstract 25

Media framing of the hunger crisis in Gaza. A cross examination of BBC, CNN, Al-Jazeera, TRT and RT

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This study gives clear understanding of the frames used in the news of different news channels namely, BBC, CNN, Al-Jazeera, TRT and RT, about the hunger crisis that arose from the declared attack of Israel on Gaza and Palestine. The conflict has a certain history but we shall be discussing only the hunger crisis from October 7, 2023 to April 7, 2024, a duration of 6 months. The conflict with Israel after world war 2, which resulted in the fall of Germans as they were defeated but the holocaust left deep scars on the Jews of the world. They were then relocated to Palestine as refugees which they claimed to be their ancestral land. Afterwards with just over a few years turned into a conflict as the Jews started enforcing the already residing Palestinians and resulted in the Arab-Israel war. This study will reveal the media frames of the news about this particular issue that is the hunger crisis which is resulting in the deaths of many in Palestine and specifically in Gaza. The frames will evaluate how different news corporations portray or do they even cover the particular frames, that is regarding the food and water shortage. The research will try to evaluate how the international media cover the hunger crisis in Gaza. Do they cover the hunger crisis or humanitarian frames in the war inflicted regions specifically Gaza? Do they differentiate between people from Israel and Gaza when it comes to humanitarian factors? Do they cover both sides equally as the peace journalism ethics indicate or do, they differentiate like the war journalism?

Keywords Media Framing, International News org's, Humanitarian Factor, Hunger Crisis, Cross comparison of frames, Peace and War Journalism.

Abstract 26

Enhancing Safety Education Awareness in Children: Evaluating the Impact of Inclusive AI-Based Game Design

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This paper constitutes a research endeavor, currently in the developmental phase of the game, with ongoing data collection and analysis. While the results are pending, the author seeks to present insights from the literature review and discuss the work in progress. Children are most vulnerable to abuse in the age group of 6-15 years (Survey report Sahil Pakistan, cruel numbers of 2022) The maltreatment may lead to chances of being an adult with multiple mental and physical health issues. Parents often struggle to decide how much information they must impart to their children. At times, they may provide too less, while at others, they may inundate them with information, leading to lasting fear of the world outside their personal space. The 'Game Design for Learning' is not novel concept; its effectiveness is evident as it integrates learning and fun simultaneously. However, the surprising reality is that there are very few safety education games designed for children from all backgrounds that are inclusively fun. The proposed AI-driven game will foster a constructive association with 'safety education', rather than instilling negative emotions or anxiety, offering parents valuable insights into their children's fears. The research aims to promote inclusivity through the integration of an AI model. This model will assess the personality type of each child user and guide them to the learning level best suited to their individual needs.

Keywords Children, Artificial Intelligence, Game Design.

Abstract 27

AI-Driven Content Manipulation in the 2024 US Election: A Multimodal Study of Trump's Campaign

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This research paper investigates how public opinions can be influenced through AI-generated content disseminated on digital media. It also focuses on its implications within the context of political campaigns. The study centers around the 2024 US Elections and the political campaign run by the supporters of Donald Trump to counter the anti-racism movement of Joe Biden. Through the conventional multimodal analysis method, we ought to understand the impact of these AI-generated images on public perception and behavior. By analyzing the AI generated images of Trump posing with black Americans and the message they convey, the paper aims to uncover the strategies and tactics that contributes in cultivating public opinion, shaping political discourse, and influence voter behavior. By gaining insights into the advancements of technology, digital media, and politics, we can steer the ethical and practical implications of using artificial intelligence to create an impact on elector's actions. Ultimately, the research explains linkages between the digital era and modern world where digital media remains the primary source of information. This provides crucial guidance for policymakers, electoral authorities, and the public to safeguard the integrity and transparency of democratic practices.

Keywords manipulation, artificial intelligence, deep fakes, US Elections, ethical implications, political communication, social media, digital media, multimodal analysis.

Abstract 28

"Decoding YouTube: The Spread of Prostitution Content in Pakistan"

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This research endeavors to unpack the intricate interplay between prostitution profession and the role of social media/ YouTube in its promotion. By exploring historical trajectories, cultural dynamics, and contemporary trends, it seeks to illuminate the complexities of an age-old practice in the digital era and provoke critical reflections on its implications for individuals, communities, and societies at large. This research will contribute to a better understanding of how profession of prostitution is represented in online media, particularly on YouTube. This particular study explore the portrayal as well as analyze the theme and narrative building of the promotion of prostitution in Pakistan by using social media like YouTube. The data will be collected from YouTube videos that meet the specified criteria, specifically targeting phrases and content associated with the promotion of prostitution in Pakistan. These videos will be carefully reviewed and compiled to provide a comprehensive understanding of how prostitution is being promoted and represented on the platform.

Keywords Prostitution profession, Role of social media, Cultural dynamics, Contemporary trends, Digital era, YouTube videos, Narrative building, Promotion of prostitution.

Abstract 29

Exploring the financial needs gratification of Female Beauty Vloggers on YouTube

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YouTube is a digital Global platform. Around the World, Female Beauty Vloggers create videos to provide new avenues for businesses. Which in returns give them financial needs gratification. In Pakistan, Research is still lacking about the financial needs' gratification of female beauty Vloggers. This quantitative study aims to explore the financial needs gratification of female beauty Vloggers of Pakistan and expanding knowledge about earning from YouTube. The study makes use of the uses and gratification theory. In a 218-person survey showed that, YouTube Vloggers connect with beauty vlogs in search of professional fulfillment & financial needs. Pearson correlation analysis applied on the collected data that indicated that activities You Tubers performed through YouTube found to be significant and correlated with financial gratifications obtained. However, a weak relationship displayed suggesting that financial needs are not gratified to greater extent. Findings of relationship between challenges faced by You Tubers and financial need gratifications are moderate. According to the study results, the financial needs gratification of female beauty Vloggers of Pakistan found to be significant.

Keywords YouTube, vloggers, financial opportunities, gratifications

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