2ND INTERNATIONAL SZABIST MEDIA CONFERENCE, ISLAMABAD

AI

ABSTRACT BOOK

MEDIA REVOLUTION

TECHNOLOGICAL INFLUENCE ON JOURNALISM, ARTS, AND VISUAL STORYTELLING

17TH & 18TH MAY, 2024

Science Communication
AI and Visual Storytelling
Role of Media in Achieving SDGs 2030
Technological Advancements and Media
Misinformation, Disinformation, Fake News

Media Revolution: Technological Influence on Journalism, Arts, and Visual Storytelling

Media Revolution: Technological Influence on Journalism, Arts, and Visual Storytelling

Ever evolving technology is constantly changing the media landscape all over the world. One cannot avoid the effects of technology as it has an impact 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 because of the corporate monopolies for commercial ends.

Media education institutions and media outlets are increasing throughout the world, indicating that the landscape is full of challenges and opportunities. The challenges faced by media education are numerous; there is a need to identify and conceptualize the challenges, formulate appropriate policies, devise effective strategies, and utilize available resources to convert the challenges into opportunities.

The conference is being organized by SZABIST in collaboration with Higher Education Commission Pakistan, COMSTECH, Journal of Peace, Development & Communication and Weekly Technology Times. In the integrative spirit, through dialogue and deliberations, the conference aims to contribute and further develop the domains of new media, media ethics, and conflict communication. Encapsulating the multifaceted dynamism of contemporary media landscapes and educational endeavors, the academically thematic focal points are as follows:

Role of Media in achieving SDGs 2030
- Sustainable Media: Environmental Responsibility in the Industry
- Media, Communication, and Globalization: Shaping a Connected World
- Social Media and Society: Trends, Challenges, and Opportunities
- Ethics in the Age of Information: Responsible Journalism and Communication

Technological Advancements and Media
- Emerging Technologies and their Impact on Communication.
- Digital Transformation in Media: Navigating the Future.
- Media Literacy in the Digital Age: Bridging the Gap.
- Innovations in Journalism: From Virtual Reality to AI Reporting.

- Data Analytics in Media: Shaping Strategies for Success.
- Block chain Technology: Transforming Media and Content Distribution.
- Media Convergence: Integration of Platforms and Technologies.

Misinformation, Disinformation, Fake news
- Islamophobia and its impact on global fraternity.
- Navigating the Information Landscape: Challenges and Strategies in the Age of Misinformation.
- Truth in the Balance: Understanding, Detecting, and Mitigating the Impact of Disinformation.
- Beyond Headlines: Exploring the Interplay of Media, Technology, and Society in the Era of Fake News.
- Cognitive Resilience: Building Defenses Against Misinformation in a Digital World.

AI and Visual
- The Role of Podcasts in Modern Communication
- Interactive Storytelling in Games and Media: Blurring the Lines Between Audience and Content.
- Augmented Reality, Virtual Reality and AI in Media Production.
- Diversity and Inclusion in Media: Amplifying Underrepresented Voices.
- Crisis Communication in the Digital Era
- The Future of Advertising: Trends and Innovations
- Remote Collaboration in Media Production: Challenges and Solutions.

Science Communication
- Communicating Scientific Uncertainty: Challenges and Strategies for Policy Makers.
- Engaging Stakeholders: Building Trust and Collaboration in Science Communication.
- Scientific Issues: Impact on Public Perception and Political Decision Making.
- Crisis Communication in Science and Technology.

Host SZABIST Media Sciences, Islamabad

The Media Sciences Department at SZABIST University, Islamabad, is a hub of creativity and learning in media studies. As we gear up for the 2nd International Conference on Media Revolution, focusing on how technology influences journalism, arts, and visual storytelling, it's crucial to highlight SZABIST's role in shaping tomorrow's media professionals.

SZABIST offers a Bachelor of Media Science degree in four exciting areas: Film and TV Production, Advertising Strategy & Design, Game Design, and Journalism. Additionally, the Master of Media Science program provides specialized tracks in Media Informatics and Fashion Industries, Digital Journalism and Global Communication, Media Production and Design, and Advertising Strategy & Design. These programs blend theoretical knowledge with practical skills to meet the evolving needs of the media industry.

For 2nd international Media Conference, departments' contributions are remarkable, it's dedication to research, innovation, and excellence drives discussions on media evolution, technological advancements, and their impacts on various aspects of storytelling. This abstract book is a testament to SZABIST's commitment to nurturing intellectual conversations and advancing Media Sciences.

Message from Head SZABIST University Islamabad
Khusro Pervaiz Khan

Dear esteemed guests, colleagues, and participants, it is with great pleasure that I welcome you all to the 2nd International Media Conference organized by the Department of Media Sciences at SZABIST University. This conference, titled "Media Revolution: Technological Influence on Journalism, Arts, and Visual Storytelling," is a testament to the ever-evolving landscape of media and its impact on our world.

We stand at the intersection of tradition and innovation, where media's reach and power continue to expand. Journalism, arts, and visual storytelling are all undergoing transformative changes, driven by rapid technological advancements. This conference provides an invaluable opportunity to explore these shifts, understand their implications, and envision the future of media.

SZABIST University is honored to host this prestigious gathering of experts, scholars, journalists, artists, and students from around the world. Your presence here underscores the importance of this dialogue and our shared commitment to excellence in media education and practice.

As we embark on these two days of insightful discussions, presentations, and networking opportunities, I encourage all participants to actively engage in the sessions and share your unique perspectives. This conference is a platform for collaborative learning and knowledge exchange, and I am confident that the contributions made here will pave the way for new ideas and partnerships.

I would like to extend my heartfelt gratitude to the conference organizers, sponsors, and all those who have contributed to making this event a reality. Your hard work and dedication have made it possible for us to gather here today and engage in this meaningful dialogue. I wish you all a fruitful and inspiring experience over the next two days.

Message from President AMCAP
Prof. Dr. Bushra Hameed ur Rahman
Dean, School of Media and Mass Communication
Beaconhouse National University

It is a privilege to welcome you all to the 2nd SZABIST International Media Conference. As the President of the Association of Media and Communication Academic Professionals, I am thrilled to witness this gathering of brilliant minds exploring the profound changes in journalism, arts, and visual storytelling.

The themes of this conference resonate deeply with the evolving landscape of media and communication. From the impact of artificial intelligence on media production to the essential task of countering disinformation, these discussions address the very core of how we create and share knowledge. The power of science communication is equally significant, as it allows us to bridge complex information with the public.

This conference provides a platform for innovative perspectives and interdisciplinary approaches to these challenges. Through collaborative dialogue and shared insights, we can shape the future of media and ensure its role in fostering informed, inclusive, and vibrant communities.

I encourage you to engage actively in these sessions, exchange ideas, and build networks that will strengthen our field. Together, we can advance the boundaries of knowledge and practice in media and communication.

Message from CEO, Journal of Peace, Development and Communication
Dr. Asmat Ullah Khan

On behalf of the Journal of Peace, Development and Communication (JPDC). I extend a heartfelt welcome to all participants of the 2nd International Conference on Media Revolution, hosted by the Department of Media Sciences at SZABIST University, Islamabad.

JPDC is thrilled to collaborate with this prestigious conference, fostering the exploration of the ever-evolving media landscape. We recognize the transformative power of media and its profound impact on the way we perceive, interact with and understand the world around us.

This conference serves as a critical platform for scholars, practitioners, and media enthusiasts to engage in thought-provoking discussions on the current "Media Revolution." We anticipate insightful presentations delving into the latest trends, challenges, and opportunities in various media domains.

JPDC is committed to disseminating high-quality research, and we see this conference as a breeding ground for exceptional scholarship. We are excited to witness such an engaging opportunity in shape of an international conference at SZABIST, and expect scholarly debates in the interactive sessions.

We believe that the synergy between this conference and JPDC will generate valuable discourse and contribute significantly to the advancement of media theory and practice. We encourage all participants to actively engage in the sessions, share their ideas, and foster a spirit of collaboration.

We look forward to a stimulating and productive conference!

Message from Dean, Faculty of Social Sciences, Islamic International University, Islamabad
Prof. Dr. Muhammad Zafar Iqbal

The Department of Media Sciences at SZABIST, Islamabad, is hosting a timely conference on "Media Revolution: Techno-logical influences on arts, journalism and visual storytelling." This theme underscores the undeniable truth - media are not merely communication channels; they are techn-ological institutions intricately woven into the fabric of our society. Their influence extends far beyond news and entertainment, shaping how we perceive and interact with the world around us.

However, the relentless pursuit of ratings has cast a shadow on media's potential. The pressure to capture attention has, in some cases, compromised the quality of content, particularly in news reporting. Nuance and depth often give way to sensationalism, eroding public trust in media as a reliable source of information. Furthermore, conflict has become a pervasive element in media narratives, potentially overshadowing crucial stories and fostering a divided public sphere.

Conferences like this one offer a vital platform to acknowledge these challenges and collaboratively seek solutions. It's a space for media practitioners, scholars, and artists to engage in critical discussions about the impact of technology and explore ways to navigate the ever-evolving media landscape. Through these conversations, we can strive for a media ecosystem that prioritizes quality content, responsible journalism, and diverse storytelling.

To all the participants, I extend my best wishes for a productive and thought-provoking conference. To the organizers, my sincere congratulations for bringing together such an important forum for dialogue and innovation within the field of media sciences.

Message from Coordinator General COMSTECH
Prof. Dr. M. Iqbal Choudhary

I congratulate SZABIST for organizing 2nd International Media Conference. Our collaboration with SZABIST university has been both productive and profoundly impactful, reinforcing our shared commitment to fostering educational excellence and innovation.

SZABIST stands as a beacon of progressive education, whose contributions to the academic landscape are truly praiseworthy. This institution is driven by a clear mission and a forward-thinking vision. Together, we understand the transformative power of education and its role in shaping a better future. In a world where science and technology are key to future success, the potential is immense. According to McKinsey, emerging technologies could generate up to $37 trillion in economic value. It's essential that this potential is supported by everyone, not just scientists and policymakers, but also by society at large.

This conference is a pivotal step in enhancing the dialogue between science and the public. It is crucial for the media to play its role effectively, ensuring that the advancements in technology are communicated clearly and are understood by all.

Message from Journalist, Columnist, & Anchor of Popular show Jirga Saleem Safi

As we gather for the SZABIST 2nd International Media Conference, themed "Media Revolution," it's imperative to reflect on the intricate challenges that envelop Pakistan's media landscape. Throughout its history, Pakistani mass media has danced on a tightrope, grappling with a myriad of issues that threaten its very essence.

The first thread in this regard is the perennial struggle of journalists to secure fair compensation for their labor. The absence of a proper mechanism for journalists' salaries casts a shadow over the profession, leaving many practitioners vulnerable to exploitation and economic uncertainty. This issue not only undermines the morale of journalists but also erodes the quality and integrity of journalism itself.

Coupled with this challenge is the specter of restricted media freedom, perpetuated by the stubborn attitude of media owners and political interference. Despite nominal guarantees enshrined in law, the reality on the ground paints a different picture. Media outlets often find themselves muzzled, coerced into toeing the line dictated by powerful interests. This chilling effect not only stifles dissent but also undermines the very essence of democracy, depriving citizens of the right to access diverse and uncensored information.

Finally, it calls for an investment in media literacy, empowering citizens to discern truth from falsehood in an age of information overload. By equipping individuals with the critical thinking skills necessary to navigate the digital deluge, we can inoculate society against the corrosive effects of fake news and disinformation.

In essence, the journey towards a liberated and robust media ecosystem is fraught with challenges, but it is a journey worth undertaking. As we convene at this conference, let us renew our commitment to upholding the principles of media freedom, accountability, and integrity. For in the crucible of adversity lies the opportunity to forge a brighter future for journalism and democracy in Pakistan and beyond.

Message from Former Chairman PEMRA / Senior Journalist Absar Alam

Pakistan's media landscape has undergone a dramatic transformation in recent years. From the state-controlled narrative of the past to the vibrant, often chaotic world of today, the media revolution has brought both immense potential and significant challenges. This conference explores these complexities, focusing on the ongoing struggles with journalist welfare, the rise of misinformation, political interference, and the path towards a more sustainable and responsible media future.

For much of its history, Pakistan's media has grappled with a multitude of issues. Journalists, the lifeblood of any free press, have often faced precarious working conditions. The absence of a standardized pay structure leaves many underpaid and vulnerable. Additionally, media ownership in Pakistan has historically concentrated in the hands of a few powerful individuals which can be labelled as corporate of Pakistani media. These owners often prioritize their own agendas over journalistic integrity, further restricting editorial freedom.

The digital revolution has undoubtedly transformed media consumption in Pakistan. The rise of social media and online news platforms has democratized access to information. However, this very democratization has brought a new set of challenges. The proliferation of "fake news" and the emergence of "deepfakes" have blurred the lines between truth and fiction, creating an environment of confusion and distrust. The ability to manipulate information with such ease poses a serious threat to our ability to discern fact from fabrication.

Perhaps the most pressing concern for Pakistani media is the shrinking space for freedom. Political interference in media affairs remains a persistent problem. Governments, of all stripes, have attempted to control the narrative, often resorting to censorship, intimidation, and even violence against journalists.

Message from Conference Convener
Head of Media Sciences SZABIST Islamabad
Dr. Wajid Zulqarnain

It is with great pleasure that I welcome you to the 2nd International Conference on Media Revolution, focusing on the Technological Influence on Journalism, Arts, and Visual Storytelling. The 2nd International Media conference by SZABIST Media Sciences marks a significant milestone in our collective journey of exploring the dynamic intersections of media and technology.

As Conference Convener and the Head of the Media Sciences Department at SZABIST University, Islamabad, I am immensely proud of the impact this conference has had on the media landscape. Our discussions and insights have not only shaped current discourse but have also paved the way for future innovations and collaborations in media studies. This conference serves as a platform for students, scholars, and industry experts to exchange ideas, challenge perspectives, and envision the future of media in a rapidly evolving technological landscape. It is a testament to our commitment to fostering intellectual growth and staying at the forefront of media education.

Through research, presentations, and discussions, our faculty and students have showcased their expertise and dedication to advancing media theories and practices. From exploring new storytelling techniques to analyzing the impact of emerging technologies on journalism, our department continues to make meaningful contributions to the field.

I encourage all participants to actively engage in the sessions, network with fellow colleagues, and take away valuable insights that will shape the future of media studies. Together, let us embark on a journey of discovery and innovation that will redefine the way we perceive and interact with media.

Distinguished Guests

Prof. Dr. Syed Javaid Khurshid
Consultant, Science Communication
and Diplomacy, (COMSTECH)

Prof. Dr. Taimur ul Hassan
Professor UCP

Leyla Zuberi
Living Legend of TV Industry

Prof. Dr. Saqib Riaz
Chairman, Mass Communication, AIOU

Dr. Haroon Elahi Toor
Controller, Pakistan Television

Prof. Dr. Syed Abdul Siraj
Senior Professor Bahria University

Syed Rehan Hasan
Director, RIMS, Riphah University

Prof. Dr. Shabir Hussain
Bahria University, Islamabad

Dr. Musa Khan
HOD, RIMS, Riphah International
University, Islamabad

Dr. Noman Ansari
HOD, Rawalpindi Women University

Kamran Khan
Bureau Chief Suno News

Shabbir Wahgra
Head of News PTV World

Prof. Dr. Bakht Rawan
Mass Communication, AIOU

Dr. Mudassar Mukhtar
HOD, Media Department, NUML

Dr. Riaz Adil
Riphah International University

Dr. Saadia Anwar Pasha
Mass Communication, AIOU

Muhammad Azhar Hafeez
Deputy Controller Graphics, PTV

Aoun Sahi
Senior Journalist

Dr. Ayesha Siddiqua
Mass Communication, NUML

Dr. Shahid
Mass Communication, AIOU

Dr. Babar Hussain Shah
Mass Communication, AIOU

Dr. Naseem Anwar
Hamdard University, Islamabad

Masroor Ahmed
Deputy Director, PAKISTAN Bait Ul Mal

Dr. Aqeel Ahmed
Mass Communication, *NUML*

International Speakers

Prof. Dr. Azman Azwan Azmawati
The President of Asian Congress for Media and Communication, and an Associate Professor of the Universiti Sains Malaysia.
She has also served as the Journalism Chairperson, Deputy Dean Academic and Research at the School of Communication USM. She has written and edited many books & book chapters on Journalism/Media and Thinking Skills.

Prof. Dr. Mumtaz Aini Alivi
Proficient Faculty at the Department of Media and Communication Studies, Faculty of Arts and Social Sciences University of Malaysia.
Dr. Mumtaz has broad experiences in journalism, news, broadcasting, and media industry management. She was a media practitioner as Broadcast Journalist, Newscaster, News Editor, and News Producer for twenty-two years in a government television station, Radio Television Malaysia (RTM).

Dr. Bhernadetta Pravita Wahyuningtyas
Dr. Bhernadetta is an expert faculty, Binus University, Jakarta, specialized in intercultural communication, interpersonal communication, communication theory, and the psychology of communication with over 19 years of teaching experience. She is also a cultural expert and traditional dance performer.

National Speakers

Prof. Dr. Yasmeen Farooqi
HoD, Ilma University Karachi

Prof. Dr Ayesha Ashfaq
Chairperson, Department of
Development Communication, PU

Prof. Dr. Savera Sham
Chairperson, Department of Digital
Media, PU

Dr. Fawad Baig
Dean, Media and Mass Communication
University of Central Punjab

Dr. Zaeem Yasin
Associate Professor, LWCU, Lahore

Mian Dawood
Media Consultant / Advocate

Dr. Mudassar Shah
Associate Professor University of Sargodha

Waseem Ghafoor
Govt College Lahore Gulberg

Dr. Usman Umer
Higher Education Dept. Govt. of Punjab

Fayyaz Raja
CEO Laaj

Nazir Awan
Media Consultant / Advocate Human Rights

Conference Program
17 May 2024

Registration 08:00 – 9:45 am
Inaugural Session- 10:00 am - 12:00 pm
Venue: Auditorium

09:45 – 10:00 am	Guests to be seated	
10:00 – 10:05 am	**National Anthem**	
10:06 – 10:10 am	**Recitation from Holy Quran**	
10:10 – 10:20 am	**Welcome Address by Khusro Pervaiz Khan**	Head of SZABIST University
10:21 – 11:21 am	**Keynote Speeches:**	
	Prof. Dr. Zafar Iqbal	Dean, IIUI Islamabad
	Prof. Dr. Bushra Hameed ur Rehman	President, AMCAP
	Prof. Dr. M. Iqbal Choudhary	Coordinator General COMSTECH
	Dr. Kaiser Rafiq	CEO, Discover Pakistan
	Dr. Bhernadetta Pravita Wahyuningtyas	Expert Faculty, Binus University, Jakarta
	Prof. Dr. Azman Azwan Azmawati	President of Asian Congress for Media and Communication, Malaysia
	Prof. Dr. Mumtaz Aini Alivi	Professor / Media Expert Universiti Malaya, Malaysia
	Saleem Safi	Journalist, Columnist, & Anchor of Popular show Jirga
	Muhammad Saleem Baig	Chairman PEMRA
	Vote of Thanks by Dr. Wajid Zulqarnain	Head of Media Sciences SZABIST University
11:21 – 11:30	Souvenir Distribution	
11:30 – 12:00	Tea Break	

<u>*17 May 2024*</u>
<u>Parallel Sessions</u>
<u>Session - I (Media and Politics)</u>
<u>Venue: 201</u>

Chair: Prof. Dr. Shabir Hussain
Department of Media Studies, Bahria University, Islamabad
Co-Chair: Dr. Naseem Khattak
Department of Media Sciences, Hamdard University, Islamabad
Moderator: Masroor Ahmed

Impact of Political Songs in Shaping Political Narratives in Pakistan *Rameesha Shiekh*	3:00 - 3:15pm
The Ethics of Political Messaging: Comparative Analysis of Political Ads of Pakistan's Major Political Parties (PPP, PMLN, PTI and JI) *Ikram Ullah*	3:16 - 3:30pm
War on Terror: Portrayal in "Justice League Flashpoint Paradox" *Hira Salman*	3:31 - 3:45pm
Ethical Landscape of Advertising in Pakistan: Analyzing the Sprite Advertisements from 2016 to 2023 *Zahid Ibrar*	3:46 - 4:00pm
Mood Responsive Art *Asma Iftikhar*	4:01 - 4:15pm
Countering Fake News in Pakistan: Challenges Faced by Newsrooms and Regulators *Nasir Butt*	4:16 - 4:30pm
Concluding remarks by the Chair	4:31 - 4:45pm
Certificate Distribution	4:46 - 5:00pm

<u>**17 May 2024**</u>
Parallel Sessions
Session - II (TV and Print Media)
<u>**Venue: 202**</u>

Chair: Dr. Haroon Elahi Toor
Controller, PTV
Co-Chair: Dr. Riaz Adil
Riphah Institute of Media Sciences, Riphah University, Islamabad
Moderator: Hafiz Atiq ur Rehman

Climate Change and Media: A content analysis on Pakistani Newspapers *Urooj Khan*	3:00 - 3:15pm
Qualitative analysis of children's television programs in the Pakistani media landscape *Kainat Murtaza*	3:16 - 3:30pm
Conspiracies Against Ottoman Empire: Analysis of Turkish Series Payitaht "Abdul Hamid" and its resemblance with Pakistan Contemporary Scenario *Anum Zulfiqar (Naz)*	3:31 - 3:45pm
Constructive Codes: Examining Climate and Environmental Reporting in Pakistani English Print Media *Hina Ali Mustafa*	3:46 - 4:00pm
Hegemonic Masculinity as Conventional Heroes in Pakistani Dramas: An Analysis *Alizeh Khaleeli*	4:01 - 4:15pm
Framing of Pulwama Attack in English Press: An Analysis from Pakistan in Context of Indo-Pak Conflict *Masroor Ahmad*	4:16 - 4:30pm
Concluding remarks by the Chair	4:31 - 4:45pm
Certificate Distribution	4:46 - 5:00pm

17 May 2024
Parallel Sessions
Session - III (Technology, AI and Media)
Venue: 203

Chair: Dr. Musa Khan
Head of Department, Riphah Institute of Media Sciences, Riphah
University, Islamabad
Co-Chair: Dr. Junaid Ghauri
Mass Communication, Islamic International University, Islamabad
Moderator: Ms Rabeeia Ahmad

AI and the future of Journalism: Perception of Pakistani Journalists on the opportunities and limitations of ChatGPT _Rabeeia Ahmad_	3:00 - 3:15pm
Navigating the Media Revolution: The Confluence of Digitalization and AI _Ghais Akram_	3:16 - 3:30pm
AI and Visual Storytelling Diversity and Inclusion in Media, Amplifying Underrepresented Voices. Depiction of Love on Screen: Interdisciplinary analysis of romance and gender dynamics in Pakistani TV Dramas _Maryam Jilani_	3:31 - 3:45pm
Reaching Generation Z: Innovative Advertising Techniques for a New Era in Pakistan _Saliha Khan_	3:46 - 4:00pm
Harnessing Artificial Intelligence for Personalized Content Delivery in Media: Opportunities and Risks _Farzeen Zahra_	4:01 - 4:15pm
Designing the Future: Exploring AI Adoption Effects on Digital Designers in Pakistan _Azra Parveen_	4:16 - 4:30pm
Concluding remarks by the Chair	4:31 - 4:45pm
Certificate Distribution	4:46 - 5:00pm

<u>**17 May 2024**</u>
Parallel Sessions
Session - IV (Technology, AI and Media)
Venue: 204

Chair: Prof Dr. Syed Abdul Siraj
Department of Media Studies, Bahria University, Islamabad
Co-Chair: Dr. Ghulam Safdar
Mass Communication Dept, Rawalpindi Women University, Rawalpindi
Moderator: Ms. Asma Javed

Navigating the Digital Wave: A Strategic Approach to Media's Transformation *Salman Khan*	3:00 - 3:15pm
Impact of the Digital Revolution on Fashion Marketing and Communication Strategies *Laiba Arshad*	3:16 - 3:30pm
Artificial Intelligence (AI) in Pakistani Newsrooms: Examining the Adoption and Impact of Artificial Intelligence in Dawn, Jang, and Express Newspapers *Zameer Ahmed*	3:31 - 3:45pm
Unveiling the Potential of Virtual Reality in Pakistani Journalism: Insights from an Experimental Study *Naveed Ullah Hashmi*	3:46 - 4:00pm
Investigating the Use of Artificial Intelligence in Journalism and its Impact on News Quality in Pakistan *Muhammad Rizwan*	4:01 - 4:15pm
Concluding remarks by the Chair	4:16 - 4:30pm
Certificate Distribution	4:31 - 4:45 pm

<u>**17 May 2024**</u>
Round Table Session (03:00pm – 05:00pm)
Media: Problem or Solution
Venue: TV Studio

Chair: Mr. Absar Alam
Senior Journalist / Columnist
Preside: Mr. Mazhar Arif
Senior Journalist / Columnist
Moderator: Prof. Dr. Zafar Iqbal

Dean, Faculty of Social Sciences, International Islamic University, Islamabad

Participants:	
Dr. Mumtaz Aini Alivi	**Ms Zainab Dar**
Dr. Bushra Hameed ur Rehman	**Ms Leyla Zuberi**
Dr Bakht Rawan	**Dr. Savera Shami**
Dr. Zaeem Yasin	**Dr Ayesha Ashfaq**
Dr. Mudassar Shah	**Syed Rehan Hassan**
Mian Dawood	**Waseem Ghafoor**
Dr. Yasmeen Farooqi	**Ms Saira Ijaz**
Dr. Usman Umer	**Dr. Ayesha Siddiqa**
Nazir Awan	**Dr. Shahid**
Dr. Fawad Baig	**Dr. Babar**
Aoun Sahi	**Dr. Ali Rana**
Kamran Khan	**Sarfaraz Raja**
Shabbir Ahmed Wahgra	**Dr. Jawad Rana**
Sabookh Syed	**Tahir Ahmad Dhindsa**
Amir Jahangir	**Ahmed Nadeem**

<u>**18 May 2024**</u>
Parallel Sessions
Session - I (Media and Society)
Venue: 201

Chair: Dr. Haseeb Ur Rehman Warraich
HOD, Media & Communication Studies, NUML, Rawalpindi
Co-Chair: Dr. Zaeem Yasin
HoD, Mass Communication Department LCWU, Lahore College
Moderator: Dr. Aqeel Ahmed

Islamophobia or Freedom of Expression Dr. Junaid Ghauri	10:00 –10:15am
Agenda Setting Through Popular Music: A Critical Discourse Analysis of Indian Punjabi Song "SYL" *Shahid Raza*	10:16 - 10:30am
Killing of Priyantha Kumara in Sialkot *Faisal Shahzad*	10:31 - 10:45am
Tendentious Racism: A Critical Linguistics of the Humor Employed in Hasb e Haal Comedy Show *Talha Zahoor*	10:46 - 11:00am
Cultural Influences on Body Image: A Thematic Analysis of Social Media Perception Among Young Pakistani Women *Ulfat Nisa*	11:01 - 11:15am
Impact of Global Digital Media on Islamic Culture, Traditions, and Moral Values: An Analytical Study of Contemporary Pakistani Society *Muhammad Umar Riaz Abbasi*	11:16 - 11:30am
Concluding remarks by the Chair	11:31 - 11:45am
Certificate Distribution	11:46 - 12:00pm
Lunch and Prayer	12:01 - 2:00pm

<u>*18 May 2024*</u>
Parallel Sessions
Session - II (Social Issues)
Venue: 202

Chair: Prof. Dr. Savera Shami

Chairperson, Department of Digital Media, School of Communication Studies, Punjab University, Lahore

Co-Chair: Dr. Saadia Anwar Pasha

Mass Communication Department, AIOU

Moderator: Shabbir Ahmed Waghra

Sustainable Media: Environmental Responsibility in the Industry *Sabeen Arshad*	10:00 - 10:15am
Mobile Phone Usage Pattern and its Impact on Society: A quantitative Analysis *Naseem A. Khattak*	10:16 - 10:30am
The Potential Role of Media in Reaching SDGs in Pakistan *Muhammad Dainel Pirzada*	10:31 - 10:45am
Harassment of Women in Educational Institutions: A Case Study of Islamabad *Zahra Sadiq*	10:46 - 11:00am
Impact of Online Gender-Based Violence on Mental Health of Adult Women *Kaynat Satti*	11:01 - 11:15am
The role of media in achieving SDGs *Asma Javed*	11:16 - 11:30am
Concluding remarks by the Chair	11:31 - 11:45am
Certificate Distribution	11:46 - 12:00 pm
Lunch and Prayer	12:01 - 2:00pm

<u>**18 May 2024**</u>
Parallel Sessions
Session - III (Science Communication)
Venue: 203

Chair: Dr Ayesha Ashfaq

Chairperson, Department of Development Communication, Punjab University, Lahore

Co-Chair: Dr. Qurrat ul Ain

Head of Department, Mass Communication Department, IIUI

Moderator: Dr. Ayesha Siddiqua

The Role of Media in Promoting Technology: A Case Study on Science Communication for Achieving SDG 2030 *Natasha Javed*	10:00 - 10:15am
Bridging the Gap: Effective Communication between Scientists and Politicians, Mobilizing Political Will through Science Communication *Professor Dr. Syed Javaid Khurshid*	10:16 - 10:30am
Crisis Communication in Science and Technology: Lessons Learned and Best Practices *Muhammad Arif Goheer*	10:31 - 10:45am
Ethical Considerations in use of Artificial Intelligence in Digital Marketing *Etizaz Ali Shah*	10:46 - 11:00am
Comparative Editorial Analysis of Pakistan-India Relations with reference to Kashmir issue during PMLN and PTI Regimes in Pakistani Press *Asim Rizwan Talib*	11:01 - 11:15am
Concluding remarks by the Chair	11:16 - 11:30am
Certificate Distribution	11:31 - 12:00pm
Lunch and Prayer	12:01 - 2:00pm

<u>***18 May 2024***</u>
Parallel Sessions
Session - IV (Science, Media and Communication)
Venue: 204

Chair: Professor Dr. Syed Javaid Khurshid

Consultant, Science Communication and Diplomacy, Organization of Islamic Cooperation – Ministerial Standing Committee on Science & Technological Cooperation (COMSTECH), Islamabad

Co-Chair: Dr. Saadia Ishtiaq

Communication and Media Studies, Fatima Jinnah Women University,

Moderator: Ms Farzeen Zehra

Engaging Stakeholders: Building Trust and Collaboration in Science Communication *Hina Ali Mustafa*	10:00 - 10:15am
Media Representation of Scientific Issues: Impact on Public Perception and Political Decision-Making *Sayyed Paras Ali*	10:16 - 10:30am
Visualizing Change: A Short Film Project as Catalysts for Science Communication in Pakistan *Dr. Najam Abbas Naqvi*	10:31 - 10:45am
Ethnographic Approaches to Remote Digital Culture *Dr. Shakeela Ibrahim*	10:46 - 11:00am
Concluding remarks by the Chair	11:01 - 11:30am
Certificate Distribution	11:31 - 12:00pm
Lunch and Prayer	12:01 - 2:00pm

18 May 2024
Parallel Sessions
Session - V (Social Media)
Venue: 205

Chair: Dr. Mudassar Mukhtar
HoD, Department of Media and Communication Studies, NUML Islamabad
Co-Chair: Dr. Mudassar Shah
Communication and Media Dept, FJWU, Rawalpindi
Moderator: Dr. Shahid Hussain

Social Media and Pakistani Students: An Examination of Usage Trends, Academic Performance, and Social Impact _Sana Iftikhar_	10:00 - 10:15am
Exploring Tourism Experiences through Social Media Communication: A Case Study of UNESCO Cultural Heritage Sites in Pakistan _Uzma Ishaq_	10:16 - 10:30am
Leveraging Traditional and Digital Media Platforms for Raising Awareness of Sustainable Development Goals (SDGs) _Shafiqat Rasool_	10:31 - 10:45am
A Review of Compa Systems for Detection of Compromised Accounts on Social Media Networks _Ahmad Faraz_	10:46 - 11:00am
Exploring the Relationship between the Use of Social Media and Sexual Objectification among the University Girls in Faisalabad, Pakistan _Yasir Rahim_	11:01 - 11:15am
The Exponential Increase in the Use of Digital Media for Access to Family Planning Information by Married Women of Reproductive Age (15-49) and their Peers in Punjab, Pakistan: A Qualitative Approach _Madeeha Ashfaq_	11:16 - 11:30am
Concluding remarks by the Chair	11:30 - 12:00 pm
Certificate Distribution	12:00 - 12:30pm
Lunch and Prayer	12:30 - 2:00pm

<u>**18 May 2024**</u>
Parallel Sessions
Session - VI (Social Media)
Venue: 206

Chair: Dr. Noman Ansari

Chairperson, Department of Media and Communication Studies,
Rawalpindi Women University, Rawalpindi

Co-Chair: Dr. Shazia Ismail Toor

Department of Development Communication, PU

Moderator: Ms Hira Salman

Impact of Social Media Fitness Contents on Health and Fitness Motivation of the Users *Waleed Shah*	10:00 - 10:15am
Public perception about tackling fake news on social media: A Case Study of Rawalpindi and Islamabad *Narmeen Fatima*	10:16 - 10:30am
Digital and Social Media Marketing: Emerging Applications in Pakistan *Sana Hayat*	10:31 - 10:45am
Digital Well-being and Student Performance: Exploring the Impact of Screen Time, Online Engagement, Social Media Usage, and Sleep Quality *Ahmed Ali Qureshi*	10:46 - 11:00am
Role of veteran journalists and Influencers in the Promotion of fake news on social media: A Case of fake news in Pakistan *Shaikh Shahryar*	11:01 - 11:15am
The Impact of Psychological Empowerment on Organizational Commitment by Islamic Banking Employees in Pakistan *Dr. Sanaullah Ansari*	11:16 - 11:30am
Concluding remarks by the Chair	11:31 – 12:00 pm
Certificate Distribution	12:00 - 12:15 pm
Lunch and Prayer	12:15 - 2:00 pm

Closing Session (02:00pm – 05:00pm)

Venue: Auditorium	
Guests to be seated	02:00 pm – 02:15 pm
National Anthem	02:15 pm – 02:18 pm
Recitation from Holy Quran	02:18 pm – 02:20 pm
Brief on Conference Proceedings by the Chief Organizer	02:20 pm – 02:25 pm
Concluding Remarks: Prof. Dr. Zafar Iqbal Prof. Dr. Syed Javaid Khurshid Dr. Asmat Ullah Khan Dr. Mumtaz Aini Alivi Mr. Absar Alam Mr. Saleem Safi	02:25 pm – 03:25 pm
Speech by the Chief Guest	03:26 pm – 03:35 pm
Speech by the Guest of Honour	03:36 pm – 03:45 pm
Vote of Thanks by Head SZABIST University	03:46 pm – 03:50 pm
Sufi Performances	03:50 pm – 04:00 pm
Souvenir Distribution	04:00 pm – 04:20 pm
Tea Break	04:20 pm – 05:00 pm

Abstracts

Framing of Pulwama Attack in English Press: An Analysis from Pakistan in Context of Indo-Pak Conflict

Masroor Ahmad
Lecturer at SZABIST Media Sciences
Department Islamabad
Kiran Touseef
Lecturer, Department of Media Studies Bahria University Islamabad
Usman Sadiq
Settled in South Africa is a writer and researcher by passion

Abstract:

The Pulwama attack on February 14, 2019, significantly escalated tensions between India and Pakistan, bringing these nuclear-armed neighbors to the brink of war. This research examines the role of media in shaping public perception and discourse during such critical events, specifically analyzing how the Pulwama incident was covered in Pakistan's leading English-language newspapers, Dawn and The News. Using Erving Goffman's framing theory (1974) and Robert Entman's (1993) model of framing, alongside discourse analysis techniques, this study scrutinizes the editorial content related to the Pulwama attack. The focus is on how these elite newspapers framed the incident and its aftermath, which intensified the long-standing Kashmir conflict. The analysis revealed that Dawn and The News adopted different frames and themes to depict the Pulwama attack, highlighting both bilateral and human rights issues with implications for regional peace. These newspapers predominantly promoted narratives that aligned with their respective country's foreign policy towards Kashmir. They emphasized the Kashmir cause and utilized episodic framing while less attention was given to Pakistan's broader stance on Kashmir or thematic framing during this period. The study concludes that the elite press not only reinforced prevailing narratives but also mirrored the foreign policy discourse of their respective nations, shaping public understanding and opinion on the Kashmir conflict post-Pulwama.

Mobile Phone Usage Pattern and its Impact on Society: A quantitative Analysis

Dr. Muhammad Naseem Anwar
Lecturer, Department of Computer Arts,
Hamdard University, Islamabad Campus
Dr. Saniya Moazzam
Visiting Faculty, COMSATS Islamabad
Dr. Haroon Elahi Toor
Faculty SZABIST Media Sciences Islamabad Pakistan
Lareb Kanwal
MS Scholar, Department of Media and Communication Studies,
FJWU Rawalpindi

Abstract:

Cell phones, essential to modern lifestyles, are ubiquitous and owned by people across all age groups. These devices streamline a multitude of tasks and are accessible at virtually any time. Our study focused on the societal impacts of smartphones, particularly their effects on real-life social interactions. It's crucial to understand how smartphones influence the way we engage with each other. In this research, we conducted a survey involving 12 questions that gathered data on cell phone ownership, daily usage patterns, and the number of hours participants spend on their smartphones. The survey included 26 participants, evenly split between genders, and we utilized pie charts for data visualization. Our findings revealed that the age group most affected by smartphone usage is 16 to 20-year-olds. Younger participants frequently used their phones for entertainment, while older individuals primarily used them for work and communication. Despite these varied usage patterns, the majority acknowledged that smartphones have simplified their lives. However, there are growing concerns about the potential overreliance on these devices, which may limit cognitive abilities by replacing traditional mental challenges with technological aids. This study highlights the need for a deeper understanding of how smartphones are reshaping social interactions and cognitive processes in the digital age.

Climate Change and Media- a Content Analysis on Pakistani Newspaper

Urooj Khan
MS Scholar, Media Sciences, SZABIST
Islamabad

Abstract:

This thesis examines the portrayal of climate change in Pakistani media, focusing on "Dawn" and "The Nation" newspapers from September 2020 to September 2022. It assesses how these publications shape public opinion and policy in Pakistan, a country significantly affected by environmental challenges, by analyzing the content, tone, and framing of their articles. "Dawn" provides comprehensive coverage on various aspects of climate change, including international agreements, national policies, and local impacts, often criticizing the efficacy of existing strategies and advocating for stronger measures. It covers a wide range of topics such as governmental actions, scientific research, and the socio-economic effects of climate change, frequently urging policymakers to recognize Pakistan's vulnerability and the need for global mitigation efforts. On the other hand, "The Nation" highlights the geopolitical dimensions of climate change, emphasizing international cooperation and Pakistan's initiatives like the Billion Tree Tsunami. It also addresses the impacts on sectors like public health, water resources, and agriculture, promoting regional and global collaboration. The thesis uses quantitative content analysis to categorize articles into themes like conflict, cooperation, and accountability, offering insights into media strategies and narratives. Both newspapers are pivotal in influencing policy and public opinion, advocating for urgent action and sustainable development.

AI in Graphic Design: Challenges and Opportunities in Pakistan

Amna Zulqarnain
Faculty, Media Sciences, SZABIST University
Dr. Wajid Zulqarnain
Associate Professor, Head of Department, Media Sciences SZABIST University
Dr. Naveed Ullah Hashmi
Assistant Professor, Media Sciences, SZABIST University

Abstract:

This study investigated the challenges and opportunities presented by artificial intelligence (AI) in the graphic design sector in Pakistan. Semi-structured interviews were conducted with a diverse group of 75 stakeholders, evenly divided among graphic designers, AI experts, and industry professionals. Through thematic analysis, five principal themes emerged: the opportunities provided by AI in graphic design, the challenges faced, the integration of AI technologies, the enduring role of human designers, and the necessity for targeted education and training. Participants expressed a general awareness of AI technologies but voiced significant concerns regarding its implications for the industry. The benefits of AI, such as improved efficiency and accuracy in design tasks, were widely recognized. However, ethical concerns related to ownership and authenticity were also highlighted, underscoring the complexities involved in adopting AI. The study emphasized the importance of fostering collaboration between designers and AI tools as crucial for successful integration. It concluded that ongoing research and open dialogue are vital for equipping designers with the skills and insights needed to adapt to and thrive in an AI-enhanced landscape. By doing so, they can ensure innovative and ethical design practices that effectively incorporate AI technologies. This comprehensive examination not only clarifies the impact of AI on graphic design in Pakistan but also charts a course for future engagement with these transformative tools.

Hegemonic Masculinity as Conventional Heroes in Pakistani Dramas: An Analysis

Alizeh Khaleeli
MS Scholar, Media Sciences, SZABIST University, Islamabad
Dr. Zafar Iqbal
Dean, Faculty of Social Sciences, Islamic International University Islamabad

Abstract:

This research conducts a content analysis of four Pakistani dramas, distinguishing between dramas with conventional heroes and those with non-conventional heroes. In the context of Pakistani media, male protagonists are typically portrayed as "conventional heroes," embodying traits and norms of masculine hegemony. These conventional heroes often display primary emotions such as rage and obsession, which contribute to a limited visual representation that reinforces traditional masculine ideals. On the other hand, non-conventional heroes challenge these norms by defying the characteristics typically associated with conventional heroes. Although non-conventional heroes are relatively rare in the Pakistani media landscape, they have notably resonated with audiences, suggesting a shift in viewer preferences and potential changes in societal perceptions of masculinity. This paper delves into the visual characterization of masculinity and critically analyzes how conventional and non-conventional heroes are constructed through narratives, visual framing, and dialogues. By examining these aspects, the study seeks to understand the broader implications of these portrayals on audience perceptions and the perpetuation of gender norms in Pakistani society. This analysis not only highlights the stark contrasts in hero portrayal but also reflects on the potential for media to influence and possibly transform societal views on masculinity.

Crisis Communication in Science and Technology: Lessons Learned and Best Practices

Muhammad Arif Goheer
Principal Scientific Officer/ Head-Agriculture & Coordination Global Climate-Change Impact Studies Centre (GCISC)
Prof. Dr. Syed Javaid Khurshid
Consultant, Science Communication and Diplomacy, Organization of Islamic Cooperation – Ministerial Standing Committee on Science & Technological Cooperation (COMSTECH), Islamabad, Pakistan

Abstract:

Crisis communication in the fields of science and technology plays a pivotal role in managing and mitigating the impacts of emergencies and disasters. This abstract provides a synthesis of key lessons learned and best practices drawn from the experiences of various stakeholders, including scientists, policymakers, industry leaders, and communication specialists. The abstract highlights the importance of utilizing a variety of communication channels to shape public perceptions during crises. It emphasizes strategic engagement to effectively reach diverse audiences, counteract misinformation, and support informed decision-making. Reflecting on a range of case studies from public health emergencies to climate disasters and biotechnological controversies, the document stresses the critical need for proactive communication strategies. Transparency, characterized by the timely and accurate dissemination of information, is essential in building and maintaining public trust and confidence. The abstract addresses the complex challenges faced in crisis communication, including managing uncertainty, balancing conflicting interests, and ethical considerations. By implementing these lessons and practices, stakeholders in science and technology can improve their preparedness and response capabilities, ultimately reinforcing public trust and enhancing the resilience of societies.

Exploring the Relationship between the Use of
Social Media and Sexual Objectification among
the University Girls in Faisalabad, Pakistan

Dr. Ayesha Chaudhary
*Department of Sociology, Government College
University, Faisalabad, Pakistan*
Dr. Saira Siddiqui
*Department of Sociology, Government College University,
Faisalabad, Pakistan*
Dr. Babak Mahmood
*Department of Sociology, Government College University,
Faisalabad, Pakistan*

Abstract:

This study investigated the impact of sexual objectification through
body images on social media and its associated psychological effects
on university girls. Conducted at the Government College University
and the University of Agriculture in Faisalabad from November 15 to
December 25, 2023, the research utilized a qualitative approach.
Twenty-eight participants, who spent at least an hour daily on
platforms like Instagram, Snapchat, Facebook, and TikTok, were
selected using purposive sampling. Through semi-structured, in-depth
interviews, the study captured the participants' perceptions and
experiences, with the discussions recorded and transcribed for
thematic analysis. The findings revealed that exposure to idealized
images led to negative appearance comparisons, exacerbating
concerns over body image and increasing anxiety among the
participants. These comparisons often influenced the girls' efforts to
alter their appearances and seek approval on social media. The study
highlighted the importance of educating young women about the
detrimental effects of social media on body image and developing
strategies to foster a positive body image. The research underscores
the need for professionals working with young women and health
promotion initiatives to address these issues, aiming to mitigate the
psychological impacts of sexual objectification on social media.

Navigating the Media Revolution: The Confluence of Digitalization and AI

Ghias Akram
Chairman Media And Security Research Organization (MASRO)

Abstract:

In the contemporary media landscape, the convergence of digitalization and artificial intelligence (AI) is driving a profound transformation. Digitalization, marked by advancements in computing technology, widespread internet access, and mobile connectivity, has fundamentally altered media production, distribution, and consumption. This shift has obliterated geographical and socioeconomic barriers, enhancing connectivity and diversity across media platforms. Concurrently, AI technologies are amplifying these changes, reshaping media dynamics through sophisticated algorithms and machine learning systems that revolutionize how content is discovered, consumed, and monetized. AI-driven recommendation engines leverage user data to tailor content, significantly influencing individual preferences and behaviors. Furthermore, AI enables precise audience segmentation and targeted advertising, delivering highly specific messages with unparalleled efficiency. In media production, AI is automating processes, reducing costs, and introducing new creative possibilities, from automated content creation to advanced editing techniques. However, this rapid evolution also presents significant ethical challenges, such as concerns over privacy, data ethics, and algorithmic bias. Navigating this revolution requires the implementation of interdisciplinary strategies and robust ethical frameworks to responsibly harness digitalization and AI's potential. Employing the diffusion of innovation theory, this research utilizes qualitative content analysis to further investigate these transformative developments.

Conspiracies Against Ottoman Empire 'Analysis of Turkish Series Payitaht "Abdul Hamid" and its resemblance with Pakistan Contemporary Scenario

Anum Naz
Riphah International University Islamabad Campus

Abstract:

Drama is an art form that skillfully creates and portrays our social experiences, sometimes offering a true reflection or at other times presenting a distorted, fabricated narrative. Historical dramas, in particular, are dynamic representations that have evolved over time yet consistently convey a culture's core values and worldview. An exemplar of this genre is the "Payitaht" drama, produced in Turkish by TRT, which chronicles the political era of Sultan Abdul Hamid.

The focus of this study is to analyze how Sultan Abdul Hamid dealt with conspiracies in the "Payitaht" drama and how these historical events mirror the current socio-political landscape in Pakistan. The research employs content analysis to systematically examine the data. This work is crucial as it unveils political tactics used by the ruling Justice and Development department, drawing parallels between Ottoman history and contemporary politics. The findings indicate a strong resemblance between the socio-political challenges depicted in "Payitaht" and those existing in Pakistan today. The drama highlights how historical patterns often repeat themselves and how politicians strategize against their opponents across different eras. Additionally, this study provides insights into managing and safeguarding a nation from both external and internal threats, offering valuable lessons on political and strategic resilience.

AI and the future of Journalism: Perception of Pakistani Journalists on the opportunities and limitations of ChatGPT

Rabeeia Ahmed
Faculty, Media Sciences, SZABIST University, Islamabad
Waseem Ahmed Abbasi
Senior Producer, HUM News Islamabad.
Hira Salman
Faculty, Media Sciences, SZABIST University, Islamabad

Abstract:

Generative AI marks the beginning of a revolution in journalism and media content development. One such technology that is transforming the journalism field is ChatGPT. This research article attempts to analyze the capacity and limitations of ChatGPT and offers reflections on the implications of generative AI for journalists. It also examines perception of Pakistani journalists regarding the opportunities and limitations of the software. The research has four major objectives; to investigate the knowledge of journalists regarding ChatGPT, to investigate the perception of journalists towards the opportunities and limitations of ChatGPT, to examine the extent of usage of the software among Pakistani journalists; and lastly to determine if the Pakistani journalists favor the use of AI tools in content creation. A questionnaire was used to collect data from 200 Pakistani working journalists associated with different media organizations in the country. The findings indicate that according to the perception of journalists the AI softwares usually hallucinates data which can lead to misinformation. The study also revealed that the human agency is required to use these apps effectively. They also believe that proper training is required for journalists so that they can use these apps to enhance their functioning instead of using it as a substitute.

Impact of the Digital Revolution on Fashion Marketing and Communication Strategies

Laiba Arshad
MS Scholar, Media Sciences, SZABIST Islamabad
Nabeel Tahir
MS Scholar, Media Sciences, SZABIST Islamabad
Shaikh Shahryar
MS Scholar, Media Sciences, SZABIST Islamabad

Abstract:

The rapid evolution of media and digital platforms has profoundly transformed the fashion industry, reshaping traditional concepts of fashion marketing and altering the dynamics of fashion businesses. This study explores how digital technology has impacted fashion marketing and communication strategies, focusing on the shift from traditional methods to digital platforms. This shift has become the primary medium for customer engagement, product promotion, and brand identity management. The transition to digital platforms has posed challenges, especially for emerging or small designers who may lack the necessary technological resources or expertise. This article aims to analyze key digital trends and the virtual experiences of both established and emerging fashion brands and their interactions with customers. It will examine which elements are critical for success in digital fashion, and outline the necessary strategies for contemporary fashion marketing and communication. By providing insights into effective digital engagement and the use of technological advancements like virtual reality in marketing, the study will offer valuable guidelines for fashion marketers and designers. The goal is to help them adapt to and succeed in this digitally driven market transformation, ensuring they can effectively manage their brand identity and customer relationships in the digital age.

A Review of COMPA Systems for Detection of Compromised Accounts on Social Media Networks

Ahmed Faraz
Senior Assistant Professor
Department of Computer Engineering
School of Engineering and Applied Sciences
Bahria University Karachi

Abstract:

High-profile social media networks are especially susceptible and require enhanced security measures to mitigate financial risks to industries and significant business enterprises. This increased vulnerability is largely due to the integration of digital systems and cellular devices, which facilitate user connections to these social media platforms. In light of these security concerns, this research paper reviews the COMPA system, a sophisticated technology designed to efficiently detect compromised accounts within high-profile social media networks, thereby thwarting the efforts of cybercriminals to infiltrate these platforms. The research paper provides a comprehensive examination of the COMPA system, discussing its effectiveness in identifying and mitigating potential breaches in security before they can be exploited by malicious entities. Additionally, the advantages of utilizing the COMPA system are detailed, showcasing its role in enhancing the security protocols of high-profile social media networks. Through this detailed review, the paper aims to highlight how the COMPA system is instrumental in preventing financial losses and protecting the integrity of high-level business communications and transactions over social media. By securing accounts from unauthorized access and potential compromise, the COMPA system plays a crucial role in maintaining the security and reliability of social media interactions for businesses and industries at large.

Engaging Stakeholders:
Building Trust and Collaboration in Science
Communication

Hina Ali Mustafa
Assistant Co-Opted Member,
Science Communication Advisory Committee,
Organization of Islamic Cooperation -
COMSTECH

Abstract:

In the increasingly interconnected realms of science, policy, and public discourse, effective communication is essential for societal advancement. This presentation emphasizes the critical importance of trust and collaborative engagement in science communication to boost scientific understanding and drive societal change. The evolving landscape demands transparent and inclusive strategies to effectively connect with a diverse array of stakeholders, including policymakers, corporate entities, community advocates, and the general public. The foundation of successful engagement lies in cultivating trust, crucial for combating misinformation and skepticism. This involves adopting principles of transparency, integrity, and empathy. The presentation also highlights the transformative power of collaboration in science communication. Engaging stakeholders in co-designing community-based projects and including them in decision-making ensures that research not only addresses real-world problems but also resonates more broadly. Utilizing real-world examples and best practices, the presentation underlines the significance of effective stakeholder engagement in fields such as climate change, public health, and biodiversity conservation. It argues for advanced communication strategies that promote informed decision-making and contribute to positive societal impacts. Overall, the insights from this presentation aim to enhance the impact of scientific research through strategic communication and stakeholder collaboration, encapsulating its themes in a clear and actionable framework.

Bridging the Gap: Effective Communication between Scientists and Politicians, Mobilizing Political Will through Science Communication

Professor Dr. Syed Javaid Khurshid
Consultant, Science Communication and Diplomacy, Organization of Islamic Cooperation – Ministerial Standing Committee on Science & Technological Cooperation (COMSTECH), Islamabad

Abstract:

This presentation emphasizes the crucial role of effective communication between scientists and politicians in mobilizing political will to tackle societal challenges. It explores strategies for bridging the gap between these key stakeholders, focusing on the importance of science communication in shaping policy decisions and fostering collaboration. The presentation delves into the dynamics of interaction between these groups, addressing historical divides and the challenges and opportunities in current communication practices. It highlights the necessity for transparent, accessible, and persuasive communication channels that engage diverse stakeholders and influence policymaking. Through real-world examples and case studies, the presentation identifies factors that enhance successful communication and collaboration, including the power of compelling narratives backed by strong scientific evidence. It also examines the roles of intermediary actors like science advisors and communication organizations in facilitating effective dialogue and fostering evidence-based policymaking. Additionally, it assesses the effectiveness of various communication channels, such as direct engagement, policy briefs, and media outreach, in delivering scientific insights to policymakers and the public. Conclusively, the presentation underscores that effective communication is vital for advancing evidence-based policymaking and addressing complex challenges. By promoting collaborative relationships, interdisciplinary dialogue, and investment in science communication training, the presentation advocates for a future where informed policymaking leads societal progress.

Digital Well-being and Student Performance: Exploring the Impact of Screen Time, Online Engagement, Social Media Usage, and Sleep Quality

Dr. Ahmed Ali Qureshi
Assistant Professor, SZABIST University Islamabad
Dr. Saima Afzal
Educational Consultant

Abstract:

This study explores the relationship between digital well-being and student performance, analyzing variables such as screen time, online learning engagement, social media usage, and sleep quality. Utilizing Social Cognitive Theory, the research assesses how digital habits influence academic achievement among university students. Participants from various degree programs provided data through self-report surveys, which included their digital well-being practices and academic performance indicators (GPA). Structural Equation Modeling (SEM) was employed to examine the connections between digital well-being variables and student performance, while accounting for demographic factors. The findings indicate significant links between digital well-being and academic outcomes. Specifically, higher levels of online learning engagement and better sleep quality are associated with improved academic performance. Conversely, increased screen time and extensive social media usage correlate with poorer academic results. These results contribute to a deeper understanding of the intricate interactions between students' digital behaviors and their academic achievements. The study underscores the importance of fostering healthy digital habits among students to bolster their educational success and overall well-being. It provides valuable insights for educational institutions and policymakers, highlighting the need for strategies that promote effective digital practices. This research is crucial for developing interventions that enhance student well-being in the digital age, ultimately supporting their academic and personal development.
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Impact of Political Songs in Shaping Political Narratives

Rameesha Sheikh
MS Scholar, Media Sciences, SZABIST Islamabad

Abstract:

Pakistan's democratic system has frequently faced instability, and its political environment is often characterized by chaos. The country's substantial youth demographic has compelled political parties to leverage modern communication strategies, including political songs, to shape public opinion. This study investigates the impact of such songs on political narratives, focusing on audience behavior and gender dynamics, and referencing historical influences like Noor Jehan's patriotic songs during the 1965 war. Employing framing theory and the Knowledge, Attitude, Behavior (KAB) Model, the research utilizes a mixed-methods approach. This includes stratified and convenient sampling techniques, conducting online surveys with 300 participants aged 18-65 in Islamabad and Rawalpindi. The findings aim to deepen the understanding of how political narratives are crafted and disseminated, highlighting the role of art in politics and societal shifts. This exploration not only examines traditional and contemporary methods used by political entities to influence public sentiment but also emphasizes the intricate relationship between art, politics, and society in shaping Pakistan's political landscape. The study offers insightful contributions to the dynamic interplay of media, culture, and political engagement in contemporary society, providing a richer comprehension of the mechanisms through which political influence is exerted.

Depiction of Love on Screen: Interdisciplinary analysis of romance and gender dynamics in Pakistani TV Dramas

Maryam Jilani
Undergraduate Student, Department of Sociology, Government College University, Faisalabad, Pakistan
Saira Siddiqui
Lecturer, Department of Sociology, Government College University Faisalabad, Pakistan

Abstract:

This qualitative study investigates love depictions and gender portrayals in Pakistani Urdu romantic dramas, focusing on the roles of heroes and heroines. Media narratives, especially in storytelling formats, not only reflect but also shape societal norms by idealizing concepts of "love and lovers." A thorough literature review indicated that while considerable attention has been given to women's objectification and roles in media against a backdrop of patriarchy, the portrayal of love and its dynamics between the genders remains under-explored. To address this gap, we applied an interdisciplinary theoretical framework integrating Feminist Media Theory, Hegemonic Masculinity Theory, and Cultivation Theory. We conducted a thematic analysis of three popular recent dramas from Geo and ARY Digital: "Tere Bin," "Ishq Hai," and "Kaisi Teri Khudgarzi." Our analysis uncovered themes of possession, double standards, violence, and non-consensuality in portrayals of love. Male protagonists were typically depicted as wealthy, powerful, abusive, and obsessive, reinforcing hegemonic masculinity. Conversely, heroines were portrayed across a spectrum from passive and dependent to bold and self-reliant, yet often depicted as naïve or tasked with reforming their male counterparts. The study concludes that Pakistani romantic dramas predominantly perpetuate patriarchal norms, with male dominance celebrated and female subjugation continued, highlighting the media's role in sustaining traditional gender roles.

The Ethics of Political Messaging: Comparative Analysis of Political Ads of Pakistan's Major Political Parties (PPP, PMLN, PTI and JI)

Ikram Ullah
Riphah Institute of Media Sciences (RIMS), Riphah International University, Al-Mezan campus Rawalpindi, Pakistan
Musa Khan
Senior Department of Mass Communication, Balochistan University of Information Technology, Engineering and Management Sciences (BUITEMS), Airport road, Quetta, Pakistan

Abstract:

This research explores the ethics of political messaging in Pakistan, providing insights that could help policymakers, media organizations, and civil society promote responsible political communication and improve democratic discourse. Focusing on major political parties including the Pakistan People's Party (PPP), Pakistan Muslim League - Nawaz (PMLN), Pakistan Tehreek-e-Insaf (PTI), and Jamaat-e-Islami (JI), the study analyzes political advertisements from the 2018 electoral campaigns. Employing a qualitative approach, it uses frameworks like the TARES Test by David L. Martinson and Sherry Baker, and theories of priming and framing to evaluate emotional appeals, factual accuracy, transparency, and polarization potential in these ads. Results indicate varied ethical practices among the parties. While some prioritize informative and transparent communications, others lean heavily on emotional manipulation and divisive tactics. The study also assesses adherence to the TARES Test principles in their political advertising.

Concluding, the research calls for stakeholders, including advertising agencies, political parties, and governmental authorities, to establish and enforce a comprehensive set of ethical guidelines. This code would ensure that political advertisements maintain high standards of truthfulness, accountability, and societal benefit, thereby enhancing the integrity of political communication in Pakistan.

Constructive Codes: Examining Climate and Environmental Reporting in Pakistani English Print Media

Hina Ali Mustafa
PhD Scholar at University Malaya, Kuala Lumpur
Dr. Mumtaz Aini Alvi
Senior Faculty at University Malaya, Kuala Lumpur
Haroon ur Rasheed Baloch
PhD Student at University Malaya, Kuala Lumpur

Abstract:

Climate and environmental reporting are essential for raising awareness, ensuring accountability, and promoting sustainable solutions to global challenges such as climate change, biodiversity loss, pollution, and resource depletion. Through comprehensive investigations, data analysis, and stakeholder engagement, media outlets significantly contribute to informing the public, shaping policy, and mobilizing collective action for a more sustainable future. This research paper examines the implementation of constructive journalism in the environmental coverage by Pakistani English print media, specifically focusing on Dawn and The News. The study aims to evaluate the presence of constructive journalism within this media sector and to identify which elements are most effectively integrated into their reporting. Employing qualitative content analysis, the research analyzes articles from these newspapers, assessing the use of constructive journalism techniques such as solution-oriented framing, contextualization, and audience engagement strategies. This method helps determine how these outlets incorporate constructive journalism principles into their coverage of environmental issues. The findings aim to highlight the specific constructive elements commonly utilized in this reporting domain, providing insights for media practitioners, academics, and policymakers. By exploring how constructive journalism is applied to climate and environmental reporting in Pakistan, the study contributes valuable perspectives on enhancing journalism's role in addressing pressing global challenges, promoting more impactful and solution-focused reporting.

**Agenda Setting Through Popular Music:
A Critical Discourse Analysis Of Indian Punjabi
Song "Syl"**

Shahid Raza
*Riphah Institute of Media Sciences, Riphah
International University, Islamabad*
Dr. Musa Khan
*Riphah Institute of Media Sciences, Riphah International University,
Islamabad*

Abstract:

This paper investigates the influence of pop music in political agenda-setting and its impact on shaping public opinion and societal beliefs. It focuses on Indian Punjabi music videos, a primary medium for disseminating information about new artists and musical trends. A key aspect of this study is the examination of the language and underlying messages within the Punjabi song "SYL" by Sidhu Moose Wala, which addresses issues such as sovereignty, water rights in Punjab, and the plight of Sikh prisoners. Employing a qualitative analytical approach, specifically Critical Discourse Analysis (CDA), the research critically analyzes the lyrics of "SYL," exploring how the song communicates its messages through linguistic and rhetorical strategies. The analysis includes an examination of speech acts to uncover the relationships and social dynamics among the people, contextual nuances, and discourse connections. The findings of the study highlight the significant role of popular music in shaping discussions on critical themes such as identity, race, and social justice. The research demonstrates that popular music not only influences public opinion and fosters social change but also serves as a powerful medium to illuminate and challenge prevailing power structures. This underscores the capacity of pop music to influence political and social landscapes.

Lynching of Priyantha kumara in Sialkot

Faisal Shahzad
Scholar, Media Sciences, SZABIST Islamabad
Muhammad Umer Iqbal
Scholar, Media Sciences, SZABIST Islamabad
Raja Muhammad Shehzil Janjua
Scholar, Media Sciences, SZABIST Islamabad

Abstract:

This study examines the editorial coverage of the killing of Priyantha Kumara Diyawadanain in Sialkot by two newspapers: The Express Tribune from Pakistan and The Daily Mirror from Sri Lanka, during the period from December 6 to December 8, 2021. Priyantha Kumara, a 49-year-old export manager from Sri Lanka working in Pakistan, was brutally murdered by his coworkers over accusations of blasphemy. The research analyzes how these newspapers reported on this tragic event, identifying the predominant themes in their coverage. The findings revealed that both the Pakistani and Sri Lankan newspapers extensively covered the incident, emphasizing themes such as the erosion of ethical standards, questions surrounding the legitimacy of the legal system, the disintegration of community cohesion, and the role of law enforcement in managing the situation. The study also underscores the importance of responsible social media usage during such incidents to mitigate the risk of misinformation and escalation of violence. This analysis illuminates the role of media in shaping public discourse around sensitive issues, highlighting the necessity for thoughtful and balanced reporting in times of crisis. By doing so, it contributes insights into how media coverage can influence public perception and reaction to events of significant social impact.

Tendentious Racism: A Critical Linguistics of the Humor Employed in Hasb e Haal Comedy Show

Talha Zahoor Abbasi
Riphah International University, BS Mass Communication
Dr. Musa Khan
Riphah International University

Abstract:

Though humor primarily aims to elicit laughter, amuse, and relieve tension, it also plays a significant role in shaping perceptions and constructing or deconstructing identities. This study examines how identities are crafted through humor in the Pakistani television program "Hasb e Haal," aired on Dunya News. Utilizing a qualitative case study approach, the research analyzes verbal humor within the show using a critical linguistics framework to identify any underlying ideologies. Data analysis reveals that much of the humor targets individuals' physical attributes, such as body weight and skin tone, often perpetuating stereotypes and reinforcing societal beauty standards. The study highlights how humor not only ridicules based on physical appearance but also on gender, ethnicity, and nationality, contributing to inequality and discrimination. This reflects the concerns of Fairclough (1995) regarding the role of discourse in perpetuating social inequalities. The findings suggest that humor in "Hasb e Haal" often serves as a vehicle for bigotry, sometimes unintentionally promoting intolerance and prejudice against certain demographics. The paper concludes with recommendations for television networks and comedians, urging them to consider the implications of their humor and its potential to act as an agent of hatred and intolerance, thereby reinforcing existing societal prejudices.

Investigating the Use of Artificial Intelligence in Journalism and its Impact on News Quality in Pakistan

Muhammad Rizwan
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Dr. Wajid Zulqarnain
Head of Department, Associate Professor, Media Sciences, SZABIST University
Dr. Haroon Elahi
Faculty SZABIST Media Sciences

Abstract:

Technology transfer involves the dissemination of innovative technology from one nation or organization to another, primarily focusing on the exchange of knowledge and expertise rather than physical hardware. Effective communication is crucial in this process as it not only facilitates the transfer but also persuades the original technology owners to share their innovations. Economic considerations and location feasibility also play significant roles in technology transfer. Pakistan's media industry has not yet fully embraced artificial intelligence (AI). To address this, enhancing communication with countries that possess advanced AI technologies, such as China and the United States, could significantly aid in introducing AI-driven journalism in Pakistan. This study proposes to conduct in-depth interviews with experts in the field to gather insights and develop optimal communication strategies for integrating AI in journalism. The research aims to identify factors that can effectively contribute to the adoption of AI in Pakistan's journalism sector and improve the quality of news production. The findings will be used to formulate recommendations that can be presented to relevant government agencies for implementation. This initiative seeks to enhance Pakistan's international communication for technology transfer, promoting a more innovative and efficient media landscape.

Ethnographic Approaches to Remote Digital Culture

Dr. Shakeela Ibrahim
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COMSATS University Islamabad
Dr. Muhammad Manshoor Hussain Abbasi
Assistant Professor, Department of Humanities
COMSATS University Islamabad

Abstract:

This study aims to analyze the increasingly blurred relationship between culture and community in the rapidly evolving world of digital communication and interaction. Digital cultures, which originate and thrive within the vast expanse of the internet, offer rich and complex mosaics of social conventions, identity formation, and human behavior. To understand these intricate digital communities, innovative methodological approaches are necessary to navigate the complexities of online environments while capturing the essence of digital community spirit. Ethnographic methodologies are particularly valuable in this context, providing in-depth and comprehensive insights into the lived experiences of individuals within these remote digital societies. This research collected data from approximately 400 undergraduate students to examine their social interactions through various technologies at the university, focusing on how these interactions foster social bonds and relationships. Traditionally, ethnographic research required physical immersion in communities to directly observe rituals, customs, and social interactions. However, as digital technologies increasingly mediate human interactions, researchers have adapted their methods to effectively study these remote digital cultures. This adjustment allows for a continued understanding of how social bonds and relationships are structured and maintained in the digital age, highlighting the ongoing evolution of ethnographic techniques to meet the demands of modern research environments.

Designing the Future: Exploring AI Adoption Effects on Digital Designers in Pakistan

Azra Parveen
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Amna Zulqarnain
Faculty, Media Sciences, SZABIST University
Dr. Wajid Zulqarnain
Head of Department, Associate Professor, Media Sciences, SZABIST

Abstract:

Artificial intelligence (AI) has become a pivotal technology in Pakistan, increasingly integrated across various industries, including digital design. This study investigates how AI is impacting the work of digital designers in Pakistan, focusing on online and graphic design sectors. It examines the extent of AI adoption and its effects on daily tasks, workflows, and the creative processes in developing digital products. Using a qualitative research approach, the study gathers data through literature reviews and interviews with active designers. These discussions aim to understand participants' perspectives on AI's influence on their profession, evaluating how AI tools are integrated into traditional tasks and whether they foster new work processes. The findings highlight varying levels of awareness and integration of AI within the design community. Although AI is embedded in many design software and processes, its actual impact and adoption vary significantly depending on specific roles and tasks. Designers express a keen interest in learning more about AI, but a general lack of understanding and inherent mistrust of the technology remain barriers to wider usage. Overall, AI has transformed the digital design field in Pakistan, although its effects and acceptance differ widely. The study underscores the need for increased education and transparency regarding AI to enhance its integration and effectiveness in the design industry.

Artificial Intelligence (AI) in Pakistani Newsrooms: Examining the Adoption and Impact of Artificial Intelligence in Dawn, Jang, and Express Newspapers

Dr. Zameer Ahmed

Maqsood Ahmad Shaheen
PhD Scholar
Department of Media and Communication Sgudies
International Islamic University, Islamabad

Abstract:

Artificial Intelligence (AI) significantly enhances productivity and creativity across various sectors, including banking, transportation, healthcare, and notably, media. In the media industry, AI revolutionizes by automating routine tasks, personalizing user experiences, and streamlining content creation. Journalists leverage AI to efficiently analyze vast datasets, identify trends, and generate insightful, accurate reporting. AI algorithms also tailor content delivery based on user preferences, altering how information is consumed and understood. This study examines the impact of AI on Pakistan's media industry, focusing on how AI is perceived by journalists and its potential to enhance reporting capabilities. It explores AI's role in news production, content curation, and audience engagement. The research employed purposive sampling to select 150 journalists from three prominent Pakistani newspapers: Dawn, Jang, and Express. Data were analyzed using descriptive and inferential statistics, including Levene's test and t-tests. Findings underscore AI's profound influence on the media industry, though challenges in integration persist. The study recommends the implementation of metadata analysis and track-back systems for accurate content publication. It emphasizes the need for government and organizational support for successful AI adoption and calls for increased AI awareness among media stakeholders to promote broader acceptance and utilization.

**Islamophobia or the Freedom of Expression?
Exploring the Coverage of Quran Burning
Incidents in International Media**

Muhammad Junaid Ghauri
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the Department of Media and Communication
Studies, International Islamic University Islamabad, Pakistan

Abstract:
Desecration of the Holy Quran has emerged as a serious global issue, particularly with instances like the Quran burning incidents in Sweden in 2023. While such actions are viewed as blasphemous by Muslims, they are often defended under the guise of freedom of expression, a stance that has been linked to rising Islamophobia. This research analyzes the coverage of these incidents by prominent news outlets including Al Jazeera, The Guardian, The New York Times, Times of India, and The Nation, to determine whether they framed the events as expressions of Islamophobia or as matters of freedom of expression. Using both quantitative and qualitative content analysis methods, this study reveals that Al Jazeera, The New York Times, Times of India, and The Nation predominantly condemned the Quran burning, criticizing the Swedish and far-right justification of freedom of expression as a defense for these acts. These publications highlighted concerns that such actions would exacerbate Islamophobia in Western societies. In contrast, The Guardian maintained a neutral stance in its editorials, questioning the intense reaction from the Muslim community and scrutinizing the Swedish government's policy on the matter. This analysis seeks to understand the discourse produced by these media outlets in response to a contentious issue balancing religious respect and free speech rights.

Qualitative analysis of children's television programs in the Pakistani media landscape

Kainat Murtaza
MS scholar of Media Studies at Riphah International University
Dr. Musa Khan
Associate professor at Riphah International University

Abstract:
This research paper conducts a thorough evaluation of children's television programming in Pakistan, particularly focusing on its quality and cultural significance in line with societal norms. The study employs a content analysis methodology, examining programming from leading children's channels including Cartoon Network Pakistan, Nickelodeon Pakistan, Kid Zone, Planet Fun, Minimax, and PTV Home. The primary goals are to assess the quality of programming, its cultural representation, and to offer recommendations for enhancement based on the findings.By utilizing qualitative content analysis, the research delves into the exploration of prevalent themes, cultural depictions, language use, and educational content within these programs. This approach allows for an in-depth understanding of the current media consumption trends among Pakistani children and evaluates how these trends align with or deviate from the broader cultural identity and values of the region. Additionally, the study assesses the impact of global media influences on local cultural identity. Recommendations include the development of culturally authentic content that addresses the diverse needs of young viewers and supports the promotion of societal values. This research aims to advance the quality and cultural relevance of children's entertainment in Pakistan, contributing significant insights into the enhancement of children's edutainment within the region.

Exploring Tourism Experiences through Social Media Communication: A Case Study of UNESCO Cultural Heritage Sites in Pakistan

Uzma Naz
MS scholar of Media Studies at Riphah International University
Dr. Musa Khan
Associate professor at Riphah International University

Abstract:

This research examines tourist feedback on UNESCO cultural heritage sites in Pakistan as presented on TripAdvisor, utilizing inductive thematic analysis to distill common themes such as empathy, experience, authenticity, atmospherics, and services. The study underscores the pivotal role of authenticity in connecting visitors to history, the critical nature of immersive experiences for enhancing visitor satisfaction, and the importance of top-tier services. It also discusses the benefits of an empathetic approach to heritage preservation. The implications for the management and promotion of cultural heritage tourism are profound, suggesting that stakeholders focus on improving visitor experiences and site amenities while embracing sustainable tourism practices. These enhancements not only promise a richer tourism experience but also aim to protect Pakistan's cultural legacies for future generations. By capitalizing on these findings, Pakistan can improve the quality of its cultural tourism offerings, thereby increasing the appeal of its heritage sites and ensuring their preservation.

War on Terror: Portrayal in "Justice League Flashpoint Paradox*"*

Hira Salman
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Amna Zulqarnain
Faculty, Media Sciences, SZABIST University
Muhammad Rizwan
MS Media Sciences, SZABIST University

Abstract:

This research examines superhero cartoon movies, particularly focusing on "Justice League: Flashpoint Paradox" (2013), to analyze how these films narrate the superiority of the West over the East, casting the West as the savior and the East as a threat to world peace. Drawing on William K.D.'s research, which contrasts superhero narratives before and after 9/11—the "Super Friends" series and the "Justice League"—this study highlights how these narratives reflect their respective eras and perpetuate the image of America as the supreme power. The study employs Ronald Barthes' semiotic theory and Todorov's narrative theory to uncover subliminal messages embedded in the storyline. This investigation aligns with Edward Said's theory of Culture and Imperialism and Jack G. Shaheen's work on media stereotypes, analyzing visual representations in the film that reflect and reinforce Western hegemony. Furthermore, this research connects the portrayal in these films to the broader cultural memory of the 9/11 attacks, as promoted by the Never Forget 9/11 Foundation, emphasizing the role of superhero films in keeping the narrative of American victimhood and heroism alive. This study concludes that "Justice League: Flashpoint Paradox" not only reflects current affairs but also impacts the portrayal of the East and West, perpetuating stereotypes and supporting Western dominance in global narratives.

Pahaaroo Ka Safar": Documenting Development and Transformation in North Waziristan

Naseer Abbasi
Senior Producer Discover Pakistan

Abstract:

Pahaaroo Ka Safar," a documentary series broadcast on Discover Pakistan TV, meticulously documents the transformative journey of North Waziristan. This series, comprising six episodes, showcases the significant strides made in the rehabilitation and development of infrastructure, education, healthcare, and tourism sectors in the region. Through compelling visual storytelling, the documentaries highlight the collaborative efforts between the local communities and the Pakistan Army, emphasizing the profound impact of these initiatives on regional stability and progress. The series serves as a powerful tool for science communication, effectively engaging a broad audience and fostering a deeper understanding of the socio-economic upliftment within North Waziristan. At the 2nd International Media Conference hosted by SZABIST University Islamabad, these documentaries will be presented to illustrate the role of media in documenting societal change and development, providing a unique lens through which conference attendees can view the tangible results of peace and development initiatives. The presentation aims to inspire media professionals and students alike, demonstrating the potential of documentary filmmaking in influencing public perception and supporting sustainable development.

Cultural Influences on Body Image:
A Thematic Analysis of Social Media Perception
Among Young Pakistani Women

Dr. Ulfat Nisa
Assistant Professor, Department of Applied
Psychology, National University of Modern
Languages, Islamabad
Dr. Aqeel Ahmed
Lecturer, Department of Media & Communication Studies, National
University of Modern Languages, Islamabad

Abstract:

This study addresses the impact of social media on body image perceptions among young women in Pakistan, a topic that has seen limited qualitative research. Focusing on a group of twelve university-going women aged 18-25 from Islamabad, selected through convenience sampling, the research utilized semi-structured interviews to delve into their body image perceptions in the context of social media usage. Employing Braun and Clarke's (2006) thematic analysis method, the study identified six key themes: manipulated visuals, external perception of self, the affirmative impact of social media on body perception, idealized body portrayals, intersectional body perception, and Pakistani sociocultural perspectives on body image. The findings reveal a predominantly detrimental effect of social media on the body image of these young Pakistani women. The themes explored demonstrate how social media platforms, through the dissemination of idealized and often manipulated images, influence personal and societal views of body image. This study not only sheds light on the specific sociocultural dynamics affecting body image in Pakistan but also sets the stage for future research to investigate the psychological ramifications of negative body image perceptions fostered by social media. This research contributes to a deeper understanding of how digital environments can shape individual and cultural standards of beauty and body image.

Leveraging Traditional and Digital Media Platforms for Raising Awareness of Sustainable Development Goals (SDGs)

Shafiqat Rasool
M.Phil. Scholar of International Relations at Department of Social Sciences Faculty of Social sciences international Islamic university Islamabad, Founder of Think Tank (IRII), Fellowship at PRCCSF, Currently Monitoring & Evaluation Reporting Officer District SBA

Abstract:

In the effort to achieve the Sustainable Development Goals (SDGs) set by the United Nations, media plays a critical role in spreading information, shaping public opinion, and driving action. This abstract discusses how traditional and digital media can be utilized to enhance global SDG awareness. Traditional media effectively reaches a wide range of demographics and locations. By using engaging storytelling, striking visuals, and specific programming, it can emphasize the importance and urgency of the SDGs to diverse audiences. Digital media platforms enable interactive and immediate engagement. These platforms harness social networks, campaigns, and user-generated content to widely disseminate SDG-related information, encouraging dialogue, collaboration, and community activism. Integrating traditional and digital media strategies can create comprehensive awareness campaigns that optimize both reach and impact. Furthermore, democratizing media production and distribution allows individuals and communities to share their voices, experiences, and solutions, making media a driving force for social change. This supports collective efforts towards SDG achievement and monitoring. This abstract outlines a holistic framework for leveraging the combined strengths of traditional and digital media to advance the SDGs, highlighting the essential role of media in fostering a well-informed, proactive, and empowered global community committed to sustainable development.

The Screen-scape of Advertising: Trends and Innovation

Mehrbano Khattak
Associate Professor, Visual Communication Design National College of Arts, Rawalpindi
Naima Muzaffar
Assistant Professor, School of Art Institute for Art and Culture
Rabeea Yousafzai
*Lecturer, Department of Arts and Design Kohsar University, Murree*

Abstract:

This paper seeks to explore and delineate the key trends and innovations that have significantly influenced the current landscape and are likely to shape the future of advertising. Specifically, the rise of digital platforms, the trend towards personalized content, and the integration of emerging technologies such as artificial intelligence and augmented reality are central to this transformation. By engaging with these evolving trends, advertisers have the opportunity to forge more meaningful connections with consumers. This engagement is crucial in an environment that is increasingly governed by digital interactions and personalized consumer experiences. The paper also addresses how these innovations enable advertisers to navigate the complexities of an ever-evolving techno-environment, staying ahead in a competitive field. Furthermore, the discussion in the paper examines both the challenges and opportunities presented by these trends. It offers strategic insights into how advertisers can leverage these developments to enhance their effectiveness and adaptability. By doing so, advertisers can not only thrive in this dynamic environment but also anticipate future shifts in technology and consumer expectations, preparing them to meet emerging market demands effectively. This comprehensive exploration aims to contribute to a deeper understanding of the transformative forces shaping the advertising industry today.

The Potential Role of Media in Reaching SDGs in Pakistan

Muhammad Daniel Saeed Pirzada
Department of Management Science
SZABIST University, Islamabad
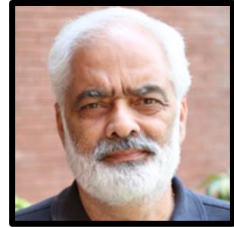
Abstract:

The Agenda 2030, established during a UN summit in 2015, introduced the Sustainable Development Goals (SDGs), aiming to secure peace and prosperity for both people and the planet. This comprehensive framework consists of 17 SDGs that target key areas such as the climate crisis and overall well-being, charting a course for sustainable development across the globe. Recognized as the only universally agreed-upon vision for global development, Agenda 2030 embodies a significant global pledge to achieve these ambitious goals. Despite the consensus and high hopes, progress toward these goals has been variable. As the halfway mark to 2030 approaches, it is clear that only a handful of countries have made notable strides towards realizing these objectives. Pakistan, for example, is one such country grappling with extensive infrastructure challenges, a burgeoning demographic profile, and an acute economic and financial crisis, all of which complicate its path toward achieving the SDGs. In this context, the role of media is critical. Historically, media has proven instrumental in raising awareness, shaping public opinion, influencing policymaking, and overseeing the implementation of significant policies. This paper examines how the media in Pakistan, given its influential capacity, can be a decisive force in advancing the SDGs. By engaging public and policy-level discourse, media can play an essential role in driving the country towards the 2030 agenda, thereby contributing significantly to global development efforts.

Unveiling the Potential of Virtual Reality in Pakistani Journalism: Insights from an Experimental Study

Dr. Naveed Ullah Hashmi
Assistant Professor, Program Manager, Media Science Department, SZABIST University,
Dr. Wajid Zulqarnain
Associate Professor, Head of Department, Media Science Department, SZABIST University
Amna Zulqarnain
Faculty, Academic Counsellor, Media Science Department, SZABIST University

Abstract:

In Virtual reality is becoming the potential power of near future to reshape news and journalism. However, this technology has yet to break new grounds in Pakistani media. This study is to investigate the impact of virtual technology on the Pakistani audience, focusing on how media content consumed through VR affects their sense of presence. In this experimental study, quantitative approach has been used. 240 university students of Media Sciences department within twin cities of Pakistan have gone through the experiment. Three groups, each of eighty students have been created, where each group watched VR news videos selected from The New York Times website; one with head-mounted devices (Oculus Quest 2), one on mobile without head-mounted device and one on LED without a head-mounted device. The evaluation of three groups enlightens that the groups with head-mounted device showed significantly higher level of telepresence as compared to group without head-mounted device. Overall, this study has the potential to promote VR technology as a popular concept in Pakistani news media. Also, study findings can be beneficial for organization and media outlets when selecting VR news themes and creating VR content in Pakistan.

Media Representation of Scientific Issues: Impact on Public Perception and Political Decision-Making

Sayyed Paras Ali
Member, Science Communication Advisory Committee, Organization of Islamic Cooperation – Ministerial Standing Committee on Science & Technological Cooperation (COMSTECH)

Abstract:

In today's rapid information era, the media's portrayal of scientific topics profoundly influences public opinion and political agendas. This presentation explores the complex relationship between media representations of science, public perceptions, and political decision-making. We examine how traditional media outlets like newspapers and television, along with digital platforms such as social media, disseminate and often frame scientific information. Our analysis looks into how these portrayals can interpret, simplify, or even distort scientific data. We also consider the various factors that shape media narratives around scientific issues, including cultural beliefs, societal norms, and the interests of powerful entities. Understanding these influences helps contextualize the way media representations are constructed. Moreover, we evaluate how these depictions impact public understanding of scientific debates on topics like climate change and vaccinations, influencing societal attitudes and behaviors. Additionally, our presentation delves into the effects of media representations on political decision-making. We explore how media-driven narratives influence policymakers' perceptions and priorities, ultimately affecting policy development and implementation. Through this analysis, we aim to highlight the significant role media plays in shaping public understanding of scientific issues and its consequent effects on policymaking. This understanding is crucial for fostering informed public discourse and promoting evidence-based governance in an interconnected world.

FOMO Effect through Social media, An Analysis of Technostress, Poor Motivation, and Social Anxiety among University Students

Rameen Mir
MS Scholar, Media Sciences, SZABIST Islamabad

Abstract:

This study investigates the challenges college students face in the digital era, specifically analyzing the Fear of Missing Out (FOMO) associated with social media use. It explores how FOMO contributes to technostress, diminished motivation, and social anxiety. Through a comprehensive review of scholarly literature, surveys, and in-depth interviews, the research underscores the profound impact of social media on students' mental well-being and academic motivation. The study identifies FOMO, intensified by the curated content on platforms like Instagram and Snapchat, as a significant psychological stressor that leads to social anxiety and decreased self-esteem. Moreover, technostress, resulting from continuous connectivity and an overload of digital information, emerges as a major challenge, further reducing students' motivation to achieve academic success. The research highlights the need for targeted interventions, including workshops on digital well-being, media literacy education, mental health support services, and technology detox programs. It calls for a collaborative approach among educational institutions, families, and students to emphasize the importance of digital literacy and education. In conclusion, the study emphasizes the urgency of addressing these digital challenges to foster an academic environment that equally supports student welfare and academic achievement. This approach provides a foundation for evidence-based strategies aimed at enhancing the holistic development of students at the intersection of technology and education.

Role of veteran journalists and Influencers in the Promotion of fake news on social media: A Case of fake news in Pakistan

Shaikh Shahryar
MS Scholar, Media Sciences, SZABIST Islamabad
Kaynat Azhar Satti
MS Scholar, Media Sciences, SZABIST Islamabad
Zahra Sadiq
MS Scholar, Media Sciences, SZABIST Islamabad

Abstract:

In the digital era, the spread of information has achieved unprecedented levels. However, this rapid dispersion has been accompanied by the emergence of "fake news," a phenomenon that threatens the credibility of news sources and the reliability of information. The proliferation of fake news is a global issue that undermines democratic foundations, hinders public discourse, and fosters societal divisions. This study focuses on understanding the nature and impact of fake news, especially with recent developments in Pakistan. The research objectives include conducting a content analysis of fake news circulated by the three major political parties in Pakistan. It also involves examining the social media accounts of political actors and influencers to assess their roles in spreading fake news. Additionally, the study will perform sentiment analysis to gauge the effects and spread of identified fake news stories. Based on these analyses, the study aims to offer recommendations for combating the spread of fake news and improving media literacy in Pakistan. Through these efforts, the research seeks to contribute to the restoration of trust in media sources and the enhancement of informed public engagement.

Harnessing Artificial Intelligence for Personalized Content Delivery in Media: Opportunities and Risks

Farzeen Zahra
Faculty, Media Sciences, SZABIST Islamabad

Abstract:

The rise in digital media consumption has catalyzed the development of personalized content delivery, significantly driven by Artificial Intelligence (AI) technologies. This research article explores both the opportunities and challenges presented by AI in media personalization through an extensive review of existing literature, industry reports, and case studies. The article highlights several advantages of AI-driven personalized content, including enhanced user engagement, increased relevance of content, and improved monetization strategies for media companies. AI algorithms effectively process large datasets to pinpoint user preferences and behaviors, enabling tailored content recommendations in real-time. Conversely, the article also critically addresses the risks and ethical issues associated with AI personalization. Key concerns include privacy breaches, algorithmic bias, and the creation of filter bubbles that potentially deepen social divides. Additionally, it explores the risks of AI in manipulating user perceptions and diminishing critical thinking skills, especially in settings dominated by algorithmically curated content. To mitigate these risks, the study calls for robust governance frameworks, regulatory oversight, and strict ethical guidelines. It emphasizes the necessity of user empowerment, data protection, and algorithmic accountability to maintain a trustworthy media ecosystem. Overall, the article provides a balanced perspective on AI in personalized content delivery, stressing the need for cautious implementation to harness benefits while minimizing potential harms to individuals and society.

Sustainable Media: Environmental Responsibility in the Industry

Sabeen Arshad
Senior journalist, award-winning writer, and 3D visual communication artist working as a special correspondent for the news today

Abstract:

This study investigates how sustainable media influences the dissemination of information on environmental issues such as climate change, pollution, and biodiversity loss, and its role as an agenda-setter for addressing these challenges. It posits that sustainable media is pivotal in promoting and achieving the Sustainable Development Goals (SDGs) outlined for 2030. Adopting a qualitative methodology, the research focuses on textual analysis to gather and evaluate data, providing deeper insights into the phenomenon of sustainability as depicted in media. The findings reveal that media has the potential to enhance public understanding of key environmental concerns, thereby contributing to broader knowledge and engagement with issues like climate change, pollution, and biodiversity loss. However, the study also identifies a significant gap in existing research that addresses the complexities and pluralistic approaches necessary for fostering environmental responsibility effectively. Despite the ability of sustainable media to support the SDGs of 2030, there is a clear need for more comprehensive studies in this area. Such research would help in understanding the effective strategies media can employ to not only inform but also motivate public and policy action towards sustainability. This paper underscores the critical role that well-informed, sustainable media plays in shaping environmental discourse and action, highlighting the need for further academic exploration to optimize its impact.

Navigating the Digital Wave: A Strategic Approach to Media's Transformation

Salman Khan
MPhil Scholar NUML Islamabad

Abstract:

The contemporary media landscape finds itself amidst an extensive digital metamorphosis, offering a tapestry of challenges and opportunities for industry participants. This research paper undertakes a comprehensive exploration of this transformation, delving into the intricate dynamics of digital disruption and its reverberations across traditional media entities, nascent digital platforms, and diverse audience segments. Through an exhaustive examination of various case studies and ongoing industry trajectories, the paper delineates strategic frameworks for navigating this fluid terrain. It underscores the paramount significance of agility, innovation, and proactive audience engagement in effectively maneuvering through this dynamic milieu. Leveraging insights gleaned from an amalgamation of academic research, expert perspectives from industry stalwarts, and firsthand experiences of media practitioners, the paper furnishes actionable recommendations tailored to empower media professionals in harnessing the transformative potential of digital innovation. These recommendations are meticulously crafted to serve as pragmatic guides for navigating the complexities of the digital landscape adeptly. Ultimately, the paper advocates for a proactive ethos of adaptation and innovation, positing that such an approach not only ensures survival but facilitates thriving amidst the rapid advancements and disruptive forces shaping the contemporary digital media ecosystem.

Social Media and Pakistani Students: An Examination of Usage Trends, Academic Performance, and Social Impact

Sana Iftikhar
MS Scholar, Media Sciences, SZABIST University

Abstract:

This research examines the intricate correlation between the use of social media and its influence on the academic performance and social lives of Pakistani students. The study employs a quantitative cross-sectional research approach to investigate the patterns of social media participation and evaluate their impact on student's educational performance. Using a structured questionnaire, data was gathered from students at SZABIST representing several academic fields. The data focused on their social media usage, academic performance, and perceived societal implications. The research aims to shed light on the prevalence of social media use among Pakistani students, investigating the impact of these platforms on their academic achievements and social relationships. The study aims to uncover connections between social media use and academic achievement by evaluating the data using descriptive and inferential statistics. This analysis will provide insights into social media's good and negative impacts on students' lives. The study technique consists of a two-phase process for collecting and analyzing data, which involves using survey questions and conducting semi-structured interviews to get a thorough understanding. This study used a mixed-methods strategy to collect quantitative and qualitative data on students' social media practices and academic and social consequences. This research enhances the current information on social media's impact on education and social interaction among Pakistani students.

Public perception about tackling fake news on social media: A Case Study of Rawalpindi and Islamabad

Dr. Ghulam Safdar
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Syeda Nameen Fatima
MPhil Scholar, Department of Media & Communication Studies, Rawalpindi Women University, Rawalpindi

Abstract:

The In the era of information dissemination, the landscape of news consumption endured profound changes, as the emergence and spread of fake news significantly transformed how people perceived and responded to information. The study aimed to explore how exposure to fake news affects consumers' trust in new media, susceptibility to misinformation, behavioral responses, verification habits, sharing tendencies, and media literacy levels. The study employed a quantitative style through a survey methodology, with a total of 200 (N =200) respondents recruited via WhatsApp using Google Forms. Drawing upon the self-designed questionnaire based on Likert scale evaluated respondents' perceptions on numerous dimensions, including confidence in new media, susceptibility to fake news, behavioral responses to misinformation, media literacy levels, and verification practices of fake news. The survey revealed that older, male, and educated individuals, with various income levels, were predominant among respondents. Many expressed concerns about fake news, emphasizing its impact on public trust and societal well-being. Respondents totally supported education and media literacy as vital tools against misinformation, advocating for their inclusion in school curriculum. While opinions mixed on social media platforms' responsibility, a significant portion devoted to verifying news accuracy before sharing. The study concluded that exposure to fake news significantly weakened trust in new media, highlighting the importance of media literacy education and verification practices in alleviating misinformation's impact on society.

Digital and Social Media Marketing: Emerging Applications in Pakistan

Sana Hayat
MS Scholar, Media Sciences, SZABIST

Abstract:

This paper examines the impact of digital and social media marketing on businesses in Pakistan, utilizing qualitative methodologies and existing literature to analyze the strategies employed, challenges faced, and their effects on sales and consumer behavior. The research highlights the increasing adoption of social media platforms like Instagram, Facebook, and YouTube by local businesses, alongside a growing interest in influencer marketing. The findings indicate that while digital and social media marketing trends are on the rise in Pakistan, some businesses continue to adhere to traditional marketing approaches. Challenges in adopting digital strategies include identifying a solid niche, creating adequate content, and integrating modern digital tools. Techniques such as Search Engine Optimization (SEO), pay-per-click (PPC) advertising, and virtual entertainment marketing are deemed essential for enhancing online presence and engagement. The study emphasizes the need for businesses to tailor digital marketing strategies to the behavior of their target consumers. Pakistani consumers often conduct extensive online research before purchasing, focusing on price comparisons and reviews across various platforms. The paper concludes with practical recommendations for future research, suggesting industry-specific analyses, exploration of regional variations, and longitudinal studies to assess long-term effects.

Visualizing Change: A Short Film Project as Catalysts for Science Communication in Pakistan

Dr. Najam Abbas Naqvi
Chairman, National Center of GIS & Space Applications Institute of Space Technology, Islamabad, Member, Science Communication Advisory Committee, Organization of Islamic Cooperation – Ministerial Standing Committee on Science & Technological Cooperation (COMSTECH), Islamabad,

Abstract:

This presentation highlights a short film project focused on science communication, particularly in space awareness and outreach within the Pakistani media context. This innovative academic venture illustrates the power of visual storytelling in making complex scientific topics like climate change and space technology applications accessible and engaging to the public. A collaborative effort between academia and an amateur film production company, the film uses thorough research and creative narrative techniques to educate and raise awareness about the significance of space science and its implications for global challenges such as disaster management. The film's strength lies in its ability to simplify scientific discourse for public understanding, utilizing visual storytelling to captivate and encourage viewers to consider environmental stewardship more deeply. This pioneering project in Pakistani media showcases how visual media can serve as an effective tool for science communication, combining scientific accuracy with creative storytelling and cinematic techniques to produce a compelling and influential experience. Overall, the short film is not just crucial for promoting space science but also plays a vital role in broader societal engagement with scientific issues. By presenting complex concepts in an accessible and relatable manner, it inspires dialogue, sparks interest, and fosters positive change, setting a precedent for future projects aimed at enhancing scientific literacy through film.

The Exponential Increase in the Use of Digital Media for Access to Family Planning Information by Married Women of Reproductive Age (15-49) and their Peers in Punjab, Pakistan: A Qualitative Approach

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Abstract:

This study, grounded in social norms theory, investigates how married women of reproductive age (15-49) and their peers access family planning (FP) information through digital media. Conducted qualitatively at the outpatient departments of the Gynecology Ward in Jinnah Hospital and Services Hospital in Lahore, the research used a convenient sampling technique to recruit 24 participants. In-depth interviews were facilitated by a self-structured guide, with informed consent and confidentiality strictly maintained. The analysis employed thematic techniques, generating a codebook through deductive and inductive methods, followed by theme synthesis. Results indicated that most participants, along with their partners and peers, primarily obtained FP information from online sources within their informal networks. However, FP service providers were still regarded as the most trustworthy information sources. Digital platforms were favored for discussing FP due to the privacy and reduced stigma compared to face-to-face interactions. The conclusion highlights the pivotal role of digital media in disseminating FP knowledge among married women and their circles. It underscores the distinct norms of discussing FP online versus in person and emphasizes the need to address misinformation in digital environments to improve FP awareness and usage effectively.

Ethical Landscape of Advertising in Pakistan: Analyzing the Sprite Advertisements from 2016 to 2023

Zahid Ibrar
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Muhammad Riaz
Assistant Professor, Riphah International University, Islamabad
Muhammad Rashid
PhD Scholar, Riphah International University, Islamabad

Abstract:

This quantitative research examines the impact of exposure to social media fitness content, like photos and videos, on the motivation levels of users to engage in fitness activities. Over the past decade, there has been a significant increase in the use of social media platforms and, correspondingly, in exposure to fitness-related content including exercise routines and nutritional advice. However, the influence of such content on health and fitness behavior is not well-studied, particularly in Pakistan. The study utilized a survey questionnaire to assess how exposure to social media fitness content affects the motivation of individuals who are already engaged in physical fitness activities. It also analyzed demographic information and social media usage patterns to explore variations among different user groups. Findings show a strong positive correlation between exposure to social media fitness content and increased motivation to maintain good physical health. The study also considered potential factors such as age, gender, and occupation to determine if the impact of fitness content varied across different demographics, employing statistical methods like correlation analysis and regression modeling. The results offer insights into how social media fitness content can positively influence motivation for health and fitness activities, contributing to the broader literature on social media's impact on health-related behaviors and informing strategies to promote healthier lifestyles in the digital age.

The Role of Media in Promoting Technology: A Case Study on Science Communication for Achieving SDG 2030

Natasha Javed
NUML University, Islamabad

Dr. Ayesha Siddiqua
Associate Professor, Mass Communication, NUML University, Islamabad

Abstract:

This paper explores the significant role of media in promoting technology and its impact on journalism, arts, and visual storytelling, particularly in the context of science communication for achieving the Sustainable Development Goals (SDGs) by 2030. The digital age has transformed how information is disseminated and consumed, highlighting the need for effective science communication strategies to bridge the gap between scientific communities and the general public. The paper delves into these strategies, emphasizing the importance of enhancing communication skills among scientists and fostering public engagement in science. It also addresses the crucial role of media literacy, defined as the ability to access, analyze, evaluate, and create media, in navigating the information age. This skill is essential for distinguishing credible information from misinformation. Furthermore, the paper discusses the challenges posed by misinformation and fake news, particularly in science communication, and how media literacy can help mitigate these issues. Through an analysis of current trends and case studies, the paper proposes a balanced framework that maintains journalism ethics while integrating technological innovations. In conclusion, the paper highlights the need for a symbiotic relationship between media and technology to effectively communicate science, which is vital for engaging the public in the global pursuit of the SDGs by 2030.

The Role of Media in Achieving SDGs

Asma Javed
Faculty, Media Sciences, SZABIST University, Islamabad

Abstract:

This research paper explores the critical role of media in advancing the Sustainable Development Goals (SDGs), with an emphasis on achieving these goals by 2030. In a world where media platforms significantly influence public opinion and policy, the paper investigates how media acts as a catalyst for raising awareness, educating diverse audiences on actionable steps, and driving global collaboration towards sustainable development. The study highlights the media's advocacy role in amplifying voices, advocating for policy reforms, and ensuring accountability towards SDG commitments. It provides examples such as media coverage during the 2020 Tokyo Olympics and initiatives like the BBC's climate change guidance and the UN's SDG Media Compact in 2018. Through agenda-setting, media prioritizes sustainable development issues, influencing public discourse and decision-making across various levels. Additionally, the paper discusses how media platforms facilitate the dissemination of innovation and best practices, showcasing successful initiatives and fostering knowledge exchange among stakeholders. This fosters an inclusive approach by ensuring diverse perspectives are integrated into policy frameworks. Conclusively, the research underscores the media's role in mobilizing resources, forging partnerships, and galvanizing collective action towards the SDGs. The paper provides insights into how media can be leveraged to accelerate progress towards these global goals, emphasizing the transformative power of media in the context of sustainable development.

Impact of Global Digital Media on Islamic Culture, Traditions, and Moral Values: An Analytical Study of Contemporary Pakistani Society

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Abstract:

This research delves into the complex interaction between Islamic culture, traditions, and moral values within modern-day Pakistani society and the pervasive influence of global digital media. Through a detailed examination of digital media dynamics, this study assesses their impact on religious education, community engagement, cultural identity, and ethical behavior, providing a nuanced understanding of digital media's effects on Pakistan's cultural landscape. The analysis explores how digital media serves as a powerful catalyst for cultural globalization, facilitating the broad dissemination of diverse cultural viewpoints and customs beyond national borders. However, this global reach also introduces challenges in maintaining traditional Islamic values and cultural authenticity amidst influences of Westernization and modernization. The research incorporates case studies that highlight the assimilation of global cultural trends and the prevalence of inappropriate behaviors online, offering empirical insights into the complex ways digital media impacts Islamic culture in Pakistan. The study concludes with reflections on these findings and suggests directions for future research. It proposes investigating the effectiveness of digital media interventions in promoting Islamic values and moral education, and recommends conducting longitudinal studies to track changes in cultural attitudes and behaviors over time. These explorations are crucial for understanding and navigating the evolving relationship between cultural heritage and digital globalization in Pakistani society.

Technological Transformations in Science Communication: Navigating Intersection of Media Revolution and Public Engagement

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National Centre for Physics & Co-opted Member of Science Communication Advisory Committee, COMSTECH
Prof. Dr. Syed Javaid Khurshid
CONSULTANT, Science Communication & Diplomacy, OIC-COMSTECH

Abstract:

This quantitative study investigates the impact of exposure to fitness content on social media, including photos and videos, on the motivation levels of users to engage in fitness activities. With an increasing number of people accessing social media platforms, exposure to content related to exercise routines, nutritional consultancy, and general wellness has become more frequent. Despite this trend, the effect of such content on health and fitness behaviors, especially in Pakistan, remains largely unexplored. The research employed a survey questionnaire to measure the motivation levels among individuals who are regularly involved in physical fitness, following their interaction with social media fitness content. The study also gathered demographic information and social media usage patterns to detect any variations in impact among different user groups. Findings from the study indicate a strong positive relationship between the exposure to social media fitness content and an increase in motivation to maintain physical fitness. The study also examined potential moderators such as age, gender, and occupation to identify variations in the effects of fitness content across different demographics, utilizing statistical tools like correlation analysis and regression modeling. The results provide significant insights into how social media fitness content influences user motivation for health and fitness activities, contributing to existing literature and informing future health promotion strategies in the digital age.

Comparative Editorial Analysis of Pakistan-India Relations with reference to Kashmir issue during PMLN and PTI Regimes in Pakistani Press

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Abstract:

The study, "Comparative Editorial Analysis of Pakistan-India Relations with Reference to Kashmir Issue during PML N and PTI Regimes in Pakistani Press," investigated the editorial coverage of prominent Pakistani English and Urdu newspapers from February 18, 2016, to February 17, 2021. Focusing on the Kashmir issue, a central bone of contention between Pakistan and India, the research explored how newspapers framed this issue and its relationship with the foreign policy and media. The selected newspapers for analysis were Daily Dawn, Express Tribune (English), Daily Jang, and Daily Duniya (Urdu). Utilizing theoretical frameworks of Agenda Setting and Framing, the study categorized editorials into favorable, unfavorable, and neutral perspectives. Employing a non-random convenient sampling technique, the study analyzed daily editorial coverage on Kashmir during the specified period. The findings indicated a consistent framing pattern across all newspapers, addressing topics such as the right to self-determination, human rights violations in Indian-occupied Kashmir, ceasefire violations, political victimization, and legislative actions. Notably, Urdu newspapers allotted more space to the Kashmir conflict compared to English newspapers, aligning their narratives with respective governments and national sentiments. Overall, the study provides insights into how media outlets in Pakistan shape public discourse on the Kashmir issue within the broader context of Pakistan-India relations.

The Impact of Psychological Empowerment on Organizational Commitment by Islamic Banking Employees in Pakistan

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Universiti Sains Malaysia (USM), Penang, Malaysia

Abstract:

Islamic banking emerged as an alternative to conventional banking in Pakistan, aiming to provide Shariah-compliant services. Despite the long-standing dominance of conventional banking since the country's inception in 1947, Islamic banking struggled to gain traction until the establishment of the first full-fledged Islamic bank in 2002. Presently, Pakistan hosts 5 full-fledged and 17 conventional banks offering Shariah-compliant products and services, as per the State Bank of Pakistan's data until December 2021.

However, the effectiveness of Islamic banking is hindered by the lack of psychological empowerment among its employees. A study conducted across major cities of Pakistan gathered 101 responses from Islamic bank employees, revealing that inadequate knowledge and awareness of Islamic banking products and services dampen their organizational commitment and efficiency. Nonetheless, the findings underscore the pivotal role of psychological empowerment in fostering organizational commitment among Islamic banking employees, thereby contributing to the industry's development.

This study fills a significant gap in research, as few prior investigations have explored the nexus between psychological empowerment and organizational commitment within the context of Islamic banking, especially in Pakistan. It suggests that enhancing employee empowerment through motivation and learning can bolster both individual and organizational performance, ultimately improving service quality in Islamic banks.

Impact of Social Media Fitness Contents on Health and Fitness Motivation of the Users

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Hamza Tahir
MS Scholar, Media Sciences, SZABIST Islamabad
Nabeel Tahir
MS Scholar, Media Sciences, SZABIST Islamabad

Abstract:

This quantitative research examines the impact of exposure to social media fitness content, like photos and videos, on the motivation levels of users to engage in fitness activities. Over the past decade, there has been a significant increase in the use of social media platforms and, correspondingly, in exposure to fitness-related content including exercise routines and nutritional advice. However, the influence of such content on health and fitness behavior is not well-studied, particularly in Pakistan. The study utilized a survey questionnaire to assess how exposure to social media fitness content affects the motivation of individuals who are already engaged in physical fitness activities. It also analyzed demographic information and social media usage patterns to explore variations among different user groups. Findings show a strong positive correlation between exposure to social media fitness content and increased motivation to maintain good physical health. The study also considered potential factors such as age, gender, and occupation to determine if the impact of fitness content varied across different demographics, employing statistical methods like correlation analysis and regression modeling. The results offer insights into how social media fitness content can positively influence motivation for health and fitness activities, contributing to the broader literature on social media's impact on health-related behaviors and informing strategies to promote healthier lifestyles in the digital age.

Ethical Considerations in use of Artificial Intelligence in Digital Marketing

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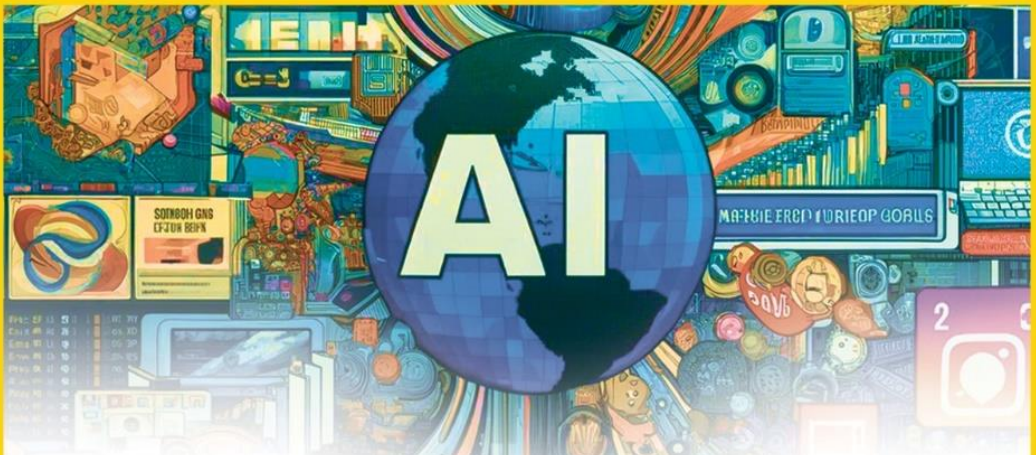*PhD Scholar Riphah International University*

Abstract:

Crisis communication within the realms of science and technology is a linchpin in effectively managing and minimizing the repercussions of emergencies and disasters. This abstract synthesizes crucial insights and best practices gleaned from the experiences of diverse stakeholders, spanning scientists, policymakers, industry leaders, and communication specialists. It underscores the paramount importance of employing a diverse array of communication channels to shape public perceptions amid crises. Strategic engagement strategies are highlighted as pivotal for reaching varied audiences, countering misinformation, and facilitating well-informed decision-making processes.

Drawing upon a spectrum of case studies encompassing public health crises, climate-related disasters, and biotechnological controversies, the abstract underscores the imperative for proactive communication approaches. Transparency emerges as a central tenet, with emphasis placed on the timely and accurate dissemination of information to foster and sustain public trust and confidence. Acknowledging the intricate challenges inherent in crisis communication, such as navigating uncertainty, reconciling conflicting interests, and grappling with ethical dilemmas, the document underscores the necessity for concerted efforts in implementing these lessons and practices. By integrating these insights and strategies, stakeholders in science and technology can bolster their preparedness and response mechanisms, thereby fortifying public trust and bolstering societal resilience in the face of crises.