# THE JOURNAL OF MASS COMMUNICATION

Volume 26, Issue: May 2022 ISSN 2219-0627

#### **BOARD OF ADVISORS**

#### **Foreign**

- Dr. Nico Carpentier, Professor, Charles University, Prague, Czech Republic
- Dr. Pille Pruulmann, Professor, Malmö University, Sweden
- Dr. Alice SrugiesCEO / Founder, Pedagogisk Peppare Sweden AB
- Dr. Najam Abbas, Researcher, Central Asian Studies, UK

#### Local

**Dr. Syed Nomanul Haq,** Visiting Distinguished Professor, Comparative Liberal Studies, Habib University, Karachi.

- Dr. Zafar Iqbal, Chairman, International Islamic University, Islamabad, Pakistan
- Dr. Syed Abdul Siraj, Professor, Bahria University, Islamabad, Pakistan
- Dr. Noshina Saleem, Professor & Director ICS, University of The Punjab
- Dr. Bashir Memon, Professor, University of Sindh, Jamshoro, Pakistan
- Dr. Salma Umber, Assistant Professor, GC University, Faisalabad

University of Karachi

#### **Contributors**

## THE JOURNAL OF MASS COMMUNICATION

Volume 26, Issue: May. 2022

- 1. Faryal Gul, Research Scholar, Dr.Fatima Hatim Anjary, Assistant Professor, Department of Media Sciences, Iqra University, Karachi
- 2. Tahira Parveen, Research Scholar, Department of Mass Communication, Federal Urdu University of Arts, Sciences and Technology, Karachi. Dr. Huma Nisar, Assistant Professor, Department of Mass Communication, Federal Urdu University of Arts, Sciences and Technology, Karachi, Muhammad Tariq Siddiqui, Part Time Teacher, Department of Mass Communication, Federal Urdu University of Arts, Sciences and Technology, Karachi
- 3. Ms. Fatima Kiran, Lecturer, DHA Suffa University, Ph.D. Scholar Department of Mass Communication, UoK, Dr.Muhammad Osama Shafiq, Assistant Professor, Department of Mass Communication, UoK.
- **4. Ms. Maheen Shafeeq,** Researcher at Centre for Aerospace & Security Studies (CASS). Master's in International Relations from The University of Sheffield, UK.
- **5. Abdul Rehman,** Research Officer, Balochistan Think Tank Network, BTTN, Quetta.
- 6. Dr. Aatif Iftikhar, Assistant Professor, Department of Mass Communication, National University of Modern Languages (NUML) Islamabad, Dr. Zahid Iqbal Khan, The Islamia University of Bahawalpur (IUB).
- 7. Dr. Tehmina Ashfaq Qazi, Dr. Senior Lecturer, Bahria University Islamabad, Hadia Aziz, Independent Media Researcher, Prof. Dr. Syed Abdul Siraj, Professor, Media Studies, Bahria University Islamabad.
- 8. Dr. Sajida Awais, Lecturer, University of the Punjab, Lahore, Dr. Muhammad Bilal Nawaz, Assistant Professor, Lahore College for Women University. Samia Javed, MS Mass Communication, Lahore College for Women University Lahore,

### Contents

## THE JOURNAL OF MASS COMMUNICATION

Volume 26, Issue: May. 2022

	volume 20, issue. May. 2022	
1.	Online upsurge of women victims: Exploring the barriers to reporting and awareness of PECA 2016	1-17
	Faryal Gul, Dr. Fatima Hatim Anjary	
2.	A Study on the Public Perception of Female Celebrity Displayed in Media, A Case Study of Photograph of Mathira	18-45
	Tahira Parveen, Dr. Huma Nisar, Muhammad Tariq Siddiqui,	
3.	War And Peace Journalism: A Critical Analysis Of Newspapers Coverage On Operation Rah-E- Haq III And Rad Ul Fasad In Pakistan	46-65
	Ms. Fatima Kiran, Dr Muhammad Osama Shafiq	
4.	Framework for Social Media Regulations in Pakistan	66-96
	Ms. Maheen Shafiq	
5.	Media and Fifth-generation Warfare: A Case Study of Indian Disinformation Campaign Against Balochistan	97-113
	Mr. Abdul Rehman	
6.	Framing Analysis of Ex-Prime Minister Yousaf Raza Gilani's contempt of court case	114-131
	Dr. Atif Iftikhar, Dr. Zahid Iqbal Khan	

7. The Facebook Memes on Pakistan's Political Personalities: Exploring

#### **Visual and Textual Frames**

Dr. Tehmina Ashfaq Qazi, Hadia Aziz, Prof. Dr. Syed Abdul Siraj

8. Uses and Gratification of Social

Networking websites: A Case of **Housewives of Lahore City** 

Dr. Sajida Awais, Dr. Muhammad Bilal Nawaz, Dr. Aimen Khalid

155-185