

THE JOURNAL OF MASS COMMUNICATION

Volume 30, Issue: May. 2024

ISSN 2219-0627

BOARD OF ADVISORS

International

Dr. Nico Carpentier, Professor, Department of Media Studies, Charles University, Prague, Czech Republic

Dr. Alice Srugies, CEO and Founder of Pedagogisk Peppare AB, and Director of studies 'Master's in Communication', University of Gothenberg.

Prof. Dr. Pille Pruulmann, Professor in Media and Communication Malmö University, Sweden

Dr. Francis Davis, Professor, College of Arts and Law, University of Birmingham, UK

Dr. Muhammad Ittefaq, Assistant Professor, School of Communication Studies, James Madison University, Virginia, USA

Dr. Najam Abbas, Trainer on Templates and Tips on Trends in Media Studies Research, United Kingdom.

National

Prof. Dr. Zafar Iqbal, Chairman, Department of Media & Communication Studies International Islamic University, Islamabad, Pakistan

Prof. Dr. Bashir Memon, Department of Media & Communication Studies University of Sindh, Jamshoro, Pakistan

Prof. Dr. Syed Abdul Siraj, Dean Faculty of Social Sciences & Humanities, Allama Iqbal Open University, Islamabad, Pakistan

Dr. Salma Umer, Chairperson, Department of Mass Communication, Government College University, Faisalabad, Pakistan

Dr. Noshina Saleem, Professor & Director ICS, University of The Punjab, Lahore, Pakistan.

Department of Mass Communication,
University of Karachi

Contents
THE JOURNAL OF
MASS COMMUNICATION
Volume 30, Issue: May. 2024

1	Homophily & YouTube Content Creators <i>Dr. Fatima Hatim Anjary & Sidra Ali</i>	01
2	Success Stories of Micro-Celebrities: A Study of Viral Content in Pakistan <i>Rahima Faisal</i>	29
3	Effect of Netflix Media Content on Popular Culture in American & Pakistani Society: Case Study Analysis of <i>The Queen's Gambit</i> & <i>Dirilis Ertugrul</i> <i>Afreen Zehra & Dr. Wirsha Shahid</i>	67
4	Journalists' Perceptions of Peace in Sectarianism-Affected Areas of Pakistan <i>Dr. Rahman Ullah</i>	91
5	Examining the Psychological Consequences of TikTok Usage on Young Females in Pakistan <i>Dr. Ghulam Safdar, Syeda Nameen Fatima & Prof. Dr. Abdul Wajid Khan</i>	115
6	Encoding Digital Discourse: Exploring Gender-Specific Emoji Preferences and Their Interpretation in Digital Communication <i>Hafsa Iftikhar & Aisha Rais Ahmed</i>	143
	Submission Guidelines	163

Contributors
THE JOURNAL OF
MASS COMMUNICATION
Volume 30, Issue:1, May. 2024

1. **Dr. Fatima Hatim Anjary**, Assistant Professor - SZABIST
& **Sidra Ali**, MS Scholar – SZABIST.
2. **Rahima Faisal**. Teaching Assistant and M.Phil. Scholar,
Department of Mass Communication, University of Karachi.
3. **Afreen Zehra**, Research Scholar, Shaheed Zulfiqar Ali
Bhutto Institute of Science & Technology University, **Dr.**
Wirsha Shahid, Assistant Professor, Shaheed Zulfikar Ali
Bhutto Institute of Science & Technology,
4. **Dr. Rahman Ullah**, Lecturer, Department of Journalism and
Mass Communication, Kohat University of Science &
Technology, Kohat, Pakistan.
5. **Dr. Ghulam Safdar**, Assistant Professor, Department of
Media & Communication Studies, Rawalpindi Women
University, Rawalpindi. **Syeda Nameen Fatima** M.Phil.
Scholar, Department of Media & Communication Studies,
Rawalpindi Women University, Rawalpindi. **Prof. Dr.**
Abdul Wajid Khan, Retired Professor, Department of
Media Studies, The Islamia University of Bahawalpur.

6. **Hafsa Iftikhar**, Research Scholar, Muhammad Ali Jinnah University, Karachi, **Aisha Rais Ahmed** Ph.D Scholar & lecturer at Muhammad Ali Jinnah University, Karachi

