

THE JOURNAL OF MASS COMMUNICATION

Volume 31, Issue: November. 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 Karach

Contents
THE JOURNAL OF
MASS COMMUNICATION
Volume 31, Issue: November. 2024

1	Social Media’s Role in Intercultural Adaptation of Students: A Bibliometric and Content Analysis Review <i>Atif Ur Rehman, Sahar Saleem, and Fatima Amin Gabr</i>	01
2	Post-Performance Assessment of Nigerian Centre for Disease Control (NCDC) Communication Strategies for Adherence to Covid-19 Safety Protocols among Non-Literates in Southwest Nigeria. <i>Ojeka-John Rachael, Dr. Bernice O. Sanusi, and Adelabu T. Omowale</i>	27
3	Impact of Anonymity and Perceived Safety on Youth in Joining Radical Groups and Propagating Digital Fascism <i>Huda Imran, Dr. Madiha Maqsood, and Dr. Syed Muhammad Saqib Saleem</i>	55
4	The Rise of Social Media and the Fall of the Muslim Minority in India: The Case of WhatsApp <i>Abdul Fahad, Dr. Siti Ezaleila Mustafa, and Dr. Muhammad Luqman</i>	77
5	Nigerian Newspapers and Opinion Columns: Where are the Muted Female Voices? <i>Dr. Kris Martins Obiaje and Prof. I. Bayo Oloyede</i>	97
6	The Role of Pakistani Animated TV Series to Build	123

	Perception of Good Governance through Responsible Citizenship	
	<i>Syed Fakhir Abbas and Fizza Saleem</i>	
7	A Systematic Review of Nigerian Articles on Sustainable and Green Marketing and Consumer Behaviour	143
	<i>Oluwakemi E. Akerele-Popoola, Segun Ademola Adegboyega, and Eriododo Lovingkindness Binuyo</i>	
8	The Psychological and Behavioral Impacts of Social Media on Postgraduate Students: A Focus on Gender, Academic Performance, and Mental Well-Being	161
	<i>Neeraj and Dr Mohammed Fazil L MSW</i>	
9	Effects of Social Media Fake News on Educated Females of Hazara University	179
	<i>Dr. Majid ul Ghafar, Dr. Shujaat Ali Khan, and Dr. Muhammad Imran</i>	
10	Media Framing of Environmental Issues: A Study of Press Coverage in Gilgit-Baltistan, Pakistan	199
	<i>Dr. Akber Ali, Muheen and Zakir Hussain</i>	
11	Empowering Student Activism: The Impact of Social Media on Political Engagement among Students of SBA District of Sindh	219
	<i>Dr. Muhammad Yaseen Moroojo, Dr. Taha Shabbir, and Syed Arif Hussain.</i>	
	Submission Guidelines	235

Contributors

THE JOURNAL OF
MASS COMMUNICATION
Volume 31, Issue: November. 2024

1. **Atif Ur Rehman**, PhD Scholar, School of Journalism & Information Communication, Huazhong University of Science & Technology, China. **Sahar Saleem**, MPhil Scholar, School of Journalism & Communication, Wuhan University, China. **Fatima Amin Gabr**, PhD Scholar, College of Media & International Culture, Zhejiang University, China.
2. **Ojeka-John Rachael**, Lecturer II, Landmark University. **Dr. Bernice O. Sanusi**, Associate Professor, Redeemer's University, Ede. **Adelabu T. Omowale**, Associate Professor, Redeemer's University, Ede, Nigeria.
3. **Huda Imran**, MPhil Scholar. Department of Media and Development Communication, University of the Punjab. **Dr. Madiha Maqsood**, Assistant Professor, Department of Media and Development Communication, University of the Punjab. **Dr. Syed Muhammad Saqib Saleem**, Department of Media and Development Communication, University of the Punjab, Lahore, Pakistan.
4. **Abdul Fahad**, Research Scholar, Department of Media and Communication Studies, Universiti Malaya, Malaysia. **Dr. Siti Ezaleila Mustafa**, Senior Lecturer, Department of Media and Communication Studies, Universiti Malaya, Malaysia. **Dr. Muhammad Luqman**, Doctorate, Department of Sociology & Anthropology Universiti Malaya, Malaysia.

5. **Dr. Kris Martins Obiaje**, Faculty member, Mass Communication Department, Redeemer's University, Ede, Nigeria. **Prof. I. Bayo Oloyede**, Professor, Mass Communication Department, Redeemer's University, Ede, Nigeria.
6. **Syed Fakhir Abbas**, Lecturer, HED. **Fizza Saleem**, PhD Scholar and Lecturer, HED, University of Punjab, Lahore, Pakistan.
7. **Oluwakemi E. Akerele-Popoola**, Associate Lecturer, Landmark University. **Segun Ademola Adegboyega**, Associate Lecturer, Caleb University. **Eriododo Lovingkindness Binuyo**, Research Scholar, Landmark University, Nigeria.
8. **Neeraj, M. S.** PhD Scholar Department of Psychiatric Social Work National Institute of Mental Health & Neurosciences Bengaluru, Karnataka, India. **Dr Mohammed Fazil L MSW**, PhD, Principal, Mawlana Abul Kalam Azad College of Social Sciences, Manjeri, Malappuram, India.
9. **Dr. Majid Ul Ghafar**, Associate Professor, Hazara University, Mansehra. **Dr. Shujaat Ali Khan**, Assistant Professor, Hazara University, Mansehra. **Dr. Muhammad Imran**, Lecturer, Gomal University, D.I. Khan, Pakistan.
10. **Dr. Akber Ali**, Assistant Professor, Department of Media & Communication Studies, Karakoram International University, Gilgit-Baltistan. **Muheen**, Department of Media & Communication Studies, Karakoram International University, Gilgit-Baltistan. **Zakir Hussain**, Visiting faculty, Department of Media & Communication Studies, Karakoram International University, Gilgit-Baltistan, Pakistan.

11. **Dr. Muhammad Yaseen Moroojo**, Lecturer, Shaheed Benzair Bhutto University, Shaheed Benazir Abad, Nawabshah. **Dr. Taha Shabbir**, Associate Professor, Media & Communication Studies, Hamdard University, Karachi. **Syed Arif Hussain**, PhD Scholar, Criminology University of Karachi, Pakistan.