



University of Central Punjab, Lahore

Faculty of Languages & Literature (FLL) - 2024

▪ Journal Publications (January-December, 2024)

Sr. No.	Faculty Member's Name	Publication Title	Journal	Category	Impact Factor	Year
1.	Dr Ali Ashraf	News Management of Pakistan Electronic Media: A Study of Human and Technological Aspects Influencing News of TV Channel	UCP Journal of Mass Communication	Y	Non-Impact Factor	2024
2.	Dr Noor Hayat	Modality in critical discourse analysis: president Zardari's perspective on terrorism in Pakistan.	Remittances Review	X	Non-Impact Factor	2024
3.	Dr Noor Hayat	Self-censorship by Pakistani YouTube Journalists and Its Difference from Mainstream Media	Remittances Review	X	Non-Impact Factor	2024

4.	Dr. Atif Ashraf	Echo Chamber Effect of Fake Political News in Spreading Misinformation: A Study of Facebook Users in Pakistan with Moderating Role of Media Literacy	Remittances Review	X	Non-Impact Factor	2024
5.	Dr. Atif Ashraf	Fear, Fair, or Favor? How Senior Journalists Practice Self-Censorship, A Study of Top News Channels in Pakistan.	Journal of Professional Research in Social Sciences	Y	Non-Impact Factor	2024
6.	Dr. Atif Ashraf	Impression Management Strategies on Instagram: A Study of University Students in Faisalabad	Remittances Review	X	Non-Impact Factor	2024
7.	Dr. Atif Ashraf	Resilience-focused approach: Exploring practices of Pakistani journalists in covering flood risk	Journal of Media and Entrepreneurial Studies	Y	Non-Impact Factor	2024
8.	Dr Fawad Baig	Pak-India relations: A comparative analysis of political cartoons.	Media, War & Conflict	W	1.7	2024
9.	Dr Fawad Baig	Investigating the relationship between personality traits and motivations to use social media among university students in Pakistan	Journal of Communication and Media Technologies	X	0.7	2024

10.	Dr Fawad Baig	Relationship of Smartphone Use and Job Performance: Insights from Electronic Media Industry in Pakistan.	FWU Journal of Social Sciences	X	0.8	2024
11.	Dr Fawad Baig	Voices of Resistance and Cultural Identity: A Thematic Analysis of Pakistani Rap Songs (2019-2021).	Remittances Review	X	Non-Impact Factor	2024
12.	Dr Fawad Baig	Enhancing emergency communication: A comprehensive analysis of the Rescue 1122 Mobile App.	Migration Letters	X	Non-Impact Factor	2024
13.	Dr Fawad Baig	Relationship between the Big Five Personality Traits and Time Spent Using Social Media among University Students in Pakistan	Remittances Review	X	Non-Impact Factor	2024
14.	Dr Hina Adeeb	Impact of the Mediating and Moderating Roles of Sustainable Entrepreneurial Intentions on Business Performance in Chinese SMEs.	Sustainability	W	3.3	2024
15.	Dr Hina Adeeb	Exploring Gender Dynamics in Indian and Pakistani English poetry :A comparative Pragma-Stylistic Examination.	Word Journal	X	Non-Impact Factor	2024

16.	Dr Saleem Akhtar	Mediatization's Impact on News Media Trust and Credibility: A Comprehensive Analysis of Viewer Perceptions	International Journal of Social Science Archives	Y	Non-Impact Factor	2024
17.	Dr Saleem Akhtar	EXAMINING THE ROLE OF MEDIA IN EXECUTION OF POLICE REFORMS IN PUNJAB, PAKISTAN	GOMAL UNIVERSITY JOURNAL OF RESEARCH	Y	Non-Impact Factor	2024

▪ Conference & Miscellaneous Publications

Sr. No.	Faculty Member's Name	Paper Title/Book Chapter	Conference Title/Book	Year
1.	Farhan Tariq, Ali Ashraf	The influence of User generated content and customer purchasing behaviour on Instagram: Examining the role of brand trust as a moderator	2nd International Media Conference, UCP	2024
2.	Dr. Noor Hayat	Media guidelines for child sexual abuse reporting in web-based media reporters: A thematic review	2nd International Media Conference 2024 (UCP)	2024
3.	Dr. Noor Hayat	Self-censorship by Pakistani YouTube journalists and journalistic ethics	2nd International Media Conference 2024 (UCP)	2024
4.	Dr. Noor Hayat	Exploring the journalistic perspective on the role of media in transforming the dress styles of women	2nd International Media Conference 2024	2024

5.	Dr. Noor Hayat	Artificial Intelligence and Media: A Force of Colonization or Empowerment?	AMCAP International Media Conference 2024	2024
6.	Omer Saeed Qureshi and Ashbeelah Shafaqat Ali	Social Comparison on Social Networking Sites (SNS) And Psychological Wellbeing: Measuring Emotional Contagion on Housewives Belonging to Lahore	Navigating Digital Frontier: Unveiling Trends in Media and Communication	2024
7.	Muhammad Shahid and Ashbeelah Shafaqat Ali	Exploring The Challenges Faced by Pakistani Filmmakers in Adopting Artificial Intelligence (AI) Technology	Artificial Intelligence and Media: A Force of Colonisation or Empowerment?	2024
8.	Dr Atif Ashraf	Perceived coping strategies for smog in Lahore: Investigating citizen participation and information dissemination within the information deficit model.	ICA, Lahore	2024
9.	Dr Atif Ashraf	CPEC in the US and Indian lens: Analyzing media framing in the context of China-Pakistan relations	2nd Int Media Conference UCP	2024
10.	Dr Atif Ashraf	Examining the relationship between political fake news consumption and confirmation bias among Facebook users	2rd Int Media Conference UCP	2024
11.	Dr Atif Ashraf	Political portrayals: PTI coverage dynamics in Urdu and English print media surrounding the 2018 general elections, a mixed methods approach	2th Int Media Conference UCP	2024
12.	Dr Atif Ashraf	Fake News, ELM and Information Literacy: How Social Media Users Process False Information in Pakistan? A Study of University Students	AMCAP, Sargodha	2024

13.	Dr. Ayesha Sadiqa	The Human Touch in Digital Market : the Influence of Soft Skills on online Buying and Selling Experiences on Facebook Marketplace	2nd international media and communication conference, University of the Punjab, Lahore, Pakistan.	2024
14.	Atiya, Dr. Ayesha Sadiqa	Tech for HEALTH: Assessing the influence of health Apps on the Physical and Nutritional Wellness of University Women in Lahore	2nd International Media and Communication Conference. University of the Punjab, Lahore, Pakistan.	2024
15.	Hina Fatima and Dr. Fahad Anis	User-generated content (UGC) in Pakistan: Examining the role of UGC platforms in the expression and preservation of cultural identity	2nd International Media Conference, FMMC, UCP	2024
16.	Dr. Fawad Baig	Investigating objectivity and journalistic styles in Pakistani news bulletins.	2nd International Media Conference, organized by Faculty of Media and Mass Communication, UCP.	2024
17.	Dr. Fawad Baig	Influence of privacy concerns and privacy self-efficacy with self-disclosure practices among Generation Z in Pakistan on social media platforms.	2nd International Media Conference, organized by Faculty of Media and Mass Communication, UCP.	2024
18.	Dr.Hina Adeeb, Yakhshi Saleem, Ashbeelah Saafaqat Ali	Breast Cancer Awareness through Inforgraphics among Female Cancer Patients: A Case of Shaukat Khanum Memorial Cancer Hospital & Research Centre (SKMCH&RC)	ICA Regional Conference, FC College, Lahore	2024
19.	Abdul Rehman, and Dr. Sadaf Zahra	In Game Advertising and Addiction of Gamers: A Case of Pakistani Youth	2nd International Media Conference, UCP	2024

20.	Rida Arshad, and Dr. Sadaf Zahra	Effects of Eco-Friendly Advertising On Green Awareness and Purchase Intention: Mediating Role of Environmental Concern	2nd International Media Conference, UCP	2024
21.	M. Ali and Dr. Sadaf Zahra	Social Media Usage, Online Political Participation, and Civic Engagement: A Case of young adults in Lahore	2nd International Media Conference, UCP	2024
22.	Dr. Zaheer ud Din Babar, and Dr. Sadaf Zahra	Fear of Victimization in the Digital Age: A Multi-Dimensional Analysis of Youngster's Psychological Well Being	2nd International Media Conference, UCP	2024
23.	Ayesha Ashfaq, and Dr. Sadaf Zahra	Influence of Gender Roles Depicted in Modern Pakistani Television Dramas on Career Aspirations of Lahore's Youth	2nd International Media Conference, UCP	2024
24.	Dr. Zaheer ud Din Babar, and Dr. Sadaf Zahra	Effects of Traditional and Cyber-Harassment on Academic Performance and Substance Usage of University Students of Lahore: A Mediational Approach	AMCAP Conference - Artificial Intelligence and Media: A Force of Colonization or Empowerment, UoS	2024
25.	Maria Dawood, and Dr. Sadaf Zahra	The Role of Social Media and Self-Objectification in Couple's Body Image and Relationship Dynamics	1st International Conference on Integration of Social Sciences, LLU	2024
26.	Dr. Sadaf Zahra, Dr. Zaheer ud Din Babar, and Dr. Noshina Saleem	Beauty Vlogs and Self-Objectification: Factors and Effects on University Students of Lahore	2nd International Media and Communication Conference, PU & UMT	2024

27.	Jansher Khan, and Dr. Sadaf Zahra	Social constraints impacting the working of journalists in the non-metro cities: a journalistic perspective study	2nd International Media and Communication Conference, PU & UMT	2024
28.	Khadija Ikram, Dr. Sadaf Zahra, Prof. Dr. Taimoor ul Hassan	Self-Identification of LGBTQ Community in Pakistan: Exploring the Role of Social Media	2nd International Media and Communication Conference, PU & UMT	2024
29.	Hamza Ayub	Pashtu Cinema: Deconstructing Patriarchal Narratives and Rape Culture	2nd International Media Conference 2024 UCP	2024
30.	Hamza Ayub	The Female Gaze in Classical Pashtu Cinema	ICA Regional Conference, Lahore Pakistan.	2024
31.	Muhammad Kamran Butt	A comparative study of male gaze in films directed by male and female Pakistani directors: Analyzing works by Shameem Ara and Syed Noor	2nd International Media Conference, FMMC, UCP	2024
32.	Muhammad Kamran Butt	Regulation of female sexuality in Islamic society through honor killing: A case of Saba in documentary, A Girl in the River (2015)	ICA Regional Conference, FCCU, Lahore, Pakistan	2024
33.	Mariyam Idrees	Identifying key patterns of children's perception to design a game application on Dengue	2nd International Media Conference, FMMC, UCP	2024
34.	Omer Saeed Qureshi	Deconstructing Violence in War Film through Postmodernism Lens	2nd International Media Conference UCP	2024
35.	Rehman Nasir	Portrayal of Showbiz females in Pakistani News Media: An analysis of Dawn's coverage	2nd International Media Conference, FMMC, UCP	2024

36.	Dr. Hina Adeeb, Yakhshi Saleem, Ashbeelah Shafaqat Ali and Dr. Rooma Shehzadi	Breast Cancer Awareness through Infographics among Female Cancer Patients: A Case of Shaukat Khanum Memorial Cancer Hospital & Research Centre (SKMCH&RC)	1st International Communication Association's Regional Conference held at Forman Christian College University, Lahore, Pakistan.	2024
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