



# University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

## Faculty of Media & Mass Communication (FMCC)

### ▪ Journal Publications 2025

Sr. No.	Faculty Member's Name	Designation	Title of Publication	Name of Journal	HEC Category of Journal	Journal's Impact Factor
1	Dr Fawad Baig	Professor	Brick kilns, schools, and rights: analyzing child labor coverage of two decades in English print media of Pakistan	Quality & Quantity	Other than	Non-Impact Factor
2	Dr Fawad Baig	Professor	Between humor and harm: Political memes and their effects on youth's political efficacy	Human Nature Journal of Social Sciences	Y	Non-Impact Factor
3	Dr Fawad Baig	Professor	Social media dynamics of partisan bias, rhetorical strategies, and affect polarization in Pakistan	Online Media and Society	Y	Non-Impact Factor
4	Dr Atif Ashraf	Assistant Professor	Adoption of AI-Powered learning tools in Pakistani Universities: A TAM (Technology Acceptance Model)-based analysis	Journal of Professional Research in Social Sciences	Y	Non-Impact Factor
5	Dr Atif Ashraf	Assistant Professor	Relationship between facebook use and desensitization to ethical issues: A study of university students in Lahore	Metallurgical and Materials Engineering	Other than	Non-Impact Factor



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6	Hina Adeeb	Assistant Professor	Trust and mistrust in the Pak-Afghan relations: An analysis of bilateral relations in the light of prisoner dilemma	Global Social Sciences Review	Y	Non-Impact Factor
7	Hina Adeeb	Assistant Professor	Maritime security issues and geostrategic competition in Indian ocean region prospects and challenges for Pakistan	Global Political Review (GPR)	Y	Non-Impact Factor
8	Hina Adeeb	Assistant Professor	Gwadar port as an emerging hub in new great game opportunities and challenges for Pakistan	Global Foreign Policies Review (GFPR)	Y	Non-Impact Factor
9	Sadaf Zahra	Assistant Professor	Reason behind the struggle: Aspirations of Pakistani female journalists behind joining this profession	Human Nature Journal of Social Sciences	Y	Non-Impact Factor
10	Sadaf Zahra	Assistant Professor	Virtual voices: The role of social media in shaping civic engagement among young adults	Review Journal of Social Psychology & Social Works	Y	Non-Impact Factor
11	Sadaf Zahra	Assistant Professor	Social media as a catalyst for online political participation among young adults	Journal of Media Horizons	Y	Non-Impact Factor
12	Sadaf Zahra	Assistant Professor	Digital languages: Exploring the influence of internet language on modern communication	Review Journal of Social Psychology & Social Works	Y	Non-Impact Factor
13	Mian Muhammad Nasir Mazher	Principal Lecturer	Innovative technologies and their impact on achieving quality education (SDG 4)	International Journal of Innovative Research and Growth	Other than	Non-Impact Factor
14	Mian Muhammad Nasir Mazher	Principal Lecturer	Addressing housing affordability in Malaysia strategies for inclusive and sustainable solutions	International Journal of Innovative Research and Scientific Studies	Other than	Non-Impact Factor



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