

GENDER AND MEDIA

Published Research

Sr. No	Authors	Title	Year	Publisher/ Organization
1.	ILO	Women, Work and Media: Monitoring and Analyzing Pakistani News Content through a Gender Lens	2002	(WEC-PK) ILO
2.	Kiran Nazir Ahmed	Urban Women Rebels: Voices of Dissent in Urdu Popular Fiction	2004	Sustainable Development Policy Institute

Unpublished Research

3.	Shugfta Shaheen Khalida Parveen	A study about portrayal of women in mass media	2003	Department of Gender Studies, University of the Punjab, Lahore
4.	Maria Amjad Sidra Shahbaz	Opinion of students of Punjab University about the role of PTV transmission "Khawateen Time"	2004	Department of Gender Studies, University of the Punjab, Lahore
5.	Roma Khurshid Mariam Tariq	Portrayal of women in newspapers in Pakistan	2006	Department of Gender Studies, University of the Punjab, Lahore
6.	Tooba Liaqat	The study of women portrayal in media as a sex object and effects on youth	2009	Department of Gender Studies, University of the Punjab, Lahore
7.	Maliha Yahya Shawana Aziz	Impact of mobile phone among youth	2009	Department of Gender Studies, University of the Punjab, Lahore
8.	Munazza Fatima	Gender and telecommunication sector integrating a CSR perspective: A case study of Mobilink GSM	2011	Department of Gender Studies, University of the Punjab, Lahore

Sr. No	Authors	Title	Year	Publisher/ Organization
9.	Asma Nazir Mehnaz Nazir	A study of socio cultural impacts of cable TV network on the students of the University of the Punjab Lahore	2011	Department of Gender Studies, University of the Punjab, Lahore
10.	Shahida Ikram	A study of communication factors in the awareness and adoption of family planning practices	1966	Department of Sociology, University of the Punjab, Lahore
11.	Laila	Exposure to mass media of communication as a factor in changing attitude of Ismaili women towards family planning	1967	Department of Sociology, University of the Punjab, Lahore
12.	Rana Mukhtar	A study of the impact of mass media on attitude towards dowry	1974	Department of Sociology, University of the Punjab, Lahore
13.	Saeed Abbas Musvee	The impact of exposure to mass media on intensity of obscenity	1975	Department of Sociology, University of the Punjab, Lahore
14.	Syed Abbas Raza	Bachon ke taleem per television kay usrat kay baray main maon ke rak ka tehkeeky mutaleyya	1983	Department of Sociology, University of the Punjab, Lahore
15.	Humaira Parveen	Impact of T.V. advertisements on house wives	1984	Department of Sociology, University of the Punjab, Lahore
16.	Naghma Rashid	Role expectations and marital adjustment of male T.V artists	1985	Department of Sociology, University of the Punjab, Lahore
17.	Tehmina Samin	A study of friendship patterns among male students in Punjab University, Lahore	1985	Department of Sociology, University of the Punjab, Lahore
18.	Khalil Ahmad	Impact of mass media on the adoption of modern medical practices for the health of mother and child	1989	Department of Sociology, University of the

Sr. No	Authors	Title	Year	Publisher/ Organization
				Punjab, Lahore
19.	Almas Zahra	The impact of T.V. programmes related to women issues in creating awareness among women about their right	1989	Department of Sociology, University of the Punjab, Lahore
20.	Qaisra Tufail	Marriage and family practices portrayed in modern Urdu fiction	1999	Department of Sociology, University of the Punjab, Lahore
21.	Zahra Shafiq	Role and images of females in women English magazines	2000	Department of Sociology, University of the Punjab, Lahore
22.	Naveedul Haq	Sources of information and childcare	2001	Department of Sociology, University of the Punjab, Lahore
23.	Maira Khan	Social adjustment of female celebrities concerned with media	2002	Department of Sociology, University of the Punjab, Lahore
24.	Hina Ahmad	Impact of electronic media on women's empowerment	2003	Department of Sociology, University of the Punjab, Lahore
25.	Ghulam Mustafa	Impact of mass media campaigns on intention to use contraceptive methods among females in rural areas	2006	Department of Sociology, University of the Punjab, Lahore
26.	Tayyba Sadaf Ashraf	Role of T.V. advertisements in influencing gender role perceptions among Pakistani youth	2007	Department of Sociology, University of the Punjab, Lahore
27.	Nageen Zahra Zaidi	Roles and images of women in PTV dramas	2007	Department of Sociology, University of the Punjab, Lahore
28.	Muhammad Saleem	Effect of TV viewing on girls, body images and related consumption behavior	2009	Department of Sociology,

Sr. No	Authors	Title	Year	Publisher/ Organization
				University of the Punjab, Lahore
29.	Aneeqa Anwar	A study of the contents shown in the television advertisements with special emphasis on prime time	2010	Department of Sociology, University of the Punjab, Lahore
30.	M. Mohsin Khan	A perception based analysis of mobile phone culture among female students of Punjab University	2010	Department of Sociology, University of the Punjab, Lahore
31.	Bahadur Khan Janjua	An opinion survey of Punjab University teachers about portrayal at women in electronic media (PTV) and Radio Pakistan	2001	Department of Social Work, University of the Punjab, Lahore
32.	Tanveer Shahzad	Critical evaluation of harrassment in Pakistan newspapers	1991	Institute of Communication Studies, University of the Punjab, Lahore
33.	Amir Saleem	A critical analysis of the coverage of violence against women and child abuse	2004	Institute of Communication Studies, University of the Punjab, Lahore
34.	Sehar Butt	Study of extending brands across gender boundary	2008	Institute of Business Technology, University of the Punjab, Lahore
35.	Sarah Khan Lodhi	Role of advertising of beauty and fitness products in promoting body image dissatisfaction among the youth of Lahore	2009	Institute of Communication Studies, University of the Punjab, Lahore
36.	Shazia Shah	Analysis of women health advertisements by Sunday magazines and its impact on female readers	2010	Institute of Communication Studies, University of the Punjab, Lahore

Sr. No	Authors	Title	Year	Publisher/ Organization
37.	Farah Hamid	Effect of call and SMS packages on university students	2010	Institute of Communication Studies, University of the Punjab, Lahore
38.	Wajeeha Nasir	Social networking sites a popular platform: A critical study of facebook with respect to its influence on youth	2011	Institute of Communication Studies, University of the Punjab, Lahore
39.	Muhammad Asim Naseer	Image of women in English Magazines	2004	Institute of Communication Studies, University of the Punjab, Lahore
40.	Ayesha Sadiqa	Portrayal of women in Akhbar-e-Jehan and family magazine	2010	Institute of Communication Studies, University of the Punjab, Lahore
41.	Qaisra Ashraf	Problems of women working of Lahore mass media	1997	Institute of Communication Studies, University of the Punjab, Lahore
42.	Salma Amber	Coverage of women problems in women edition in daily Jang and Nawa-e-Waqat	1995	Institute of Communication Studies, University of the Punjab, Lahore
43.	Shahzad Qaisar	Opinion of male and female students of Punjab University about Punjabi dramas presented from PTV	1991	Institute of Communication Studies, University of the Punjab, Lahore
44.	Saher Aftaab Butt	An analytical study of the role of PTV dramas in educating the masses about women problems	2002	Institute of Communication Studies, University of the Punjab, Lahore

Sr. No	Authors	Title	Year	Publisher/ Organization
45.	Zunaira Tariq	Role of PTV's program "Khawateen Time" in highlighting women issues	2007	Institute of Communication Studies, University of the Punjab, Lahore
46.	Sehrish Tabassum	Protrayal of women in the Pakistani television commercial	2009	Institute of Communication Studies, University of the Punjab, Lahore
47.	Saima Hakim	The critical review of the overall behavior of the female college students of Lahore about Indain films	2001	Institute of Communication Studies, University of the Punjab, Lahore
48.	Tehmina Malik	Relationship between internet use and interpersonal relations among university students	2009	Department of Psychology, University of the Punjab, Lahore
49.		Rate of violent crimes in Punjab: Content analysis of newspapers	2001	Lahore College Women University, Lahore
50.		Excessive mobile usage among students: Negative usage and its consequences	2008	Lahore College Women University, Lahore
51.		Portrayal of women in advertisements	2008	Lahore College Women University, Lahore
52.	Adeela Shabnam	Impact of fear of terrosim, television news media exposure and religious beliefs on the mental health of University Students	2005	Department of Clinical Psychology, University of the Punjab, Lahore
53.	Abdul Waheed Tabbish	Efficacy of "You can do it" programe with under achieving students of class Eight	2003	Department of Clinical Psychology, University of the Punjab, Lahore

Sr. No	Authors	Title	Year	Publisher/ Organization
54.	Sadaf Bukhari	Portrayal of Women in Urdu Print Media: A Content Analysis of two Urdu Dailies from June 2008-2009	2012	Quaid-e-Azam University, Islamabad
55.	Ehtisham Ahmad and Farooqi Bangash	Gender Discrimination in Electronic Media	2011	Quaid-e-Azam University, Islamabad