

**Home**

# **11th MCAP-BNU International Media Conference 2026**

**Reclaiming Hope: Media, Activism & Social Justice**

**Feb 11-12, 2026**

**Venue : School of Media and Mass Communication BNU**

**11th MCAP- BNU International Media Conference**  
***Reclaiming Hope: Media, Activism & Social Justice***  
**Feb 11-12, 2026**

**Venue: School of Media and Mass Communication, BNU**

Day 1 (Wed)		Room	Speakers
9:00-9:30	Registration	SLASS Entrance	
9:30-10:15	<b>Inaugural</b>  Moderator: Saadia Ahmed	SLASS Auditorium	Prof. Dr. Bushra H. Rahman Mr. Javed Jabbar Prof. Dr. Svetlana S. Bodrunova Amb. (R) Mansoor Ahmad Khan Prof. Dr. Moeed Yousaf
10:15-11:45	<b>Plenary 1:</b> From Crisis to Possibility: Reimagining Journalism for Social Justice  Moderator: Haris Badar	SLASS Auditorium	Prof. Dr. Jason Gainous Mr. Mazhar Abbas Ms. Munizae Jahangir Prof. Dr. Altafullah Khan
11:45-12:00	Tea	SLASS Courtyard	
12:00-1:30	Plenary 2: No Justice without Inclusion: Media Activism and the Rights of Marginalised Communities  Moderator: Dr Abida Ashraf	SLASS Auditorium	Dr. Khalid Jameel Akhtar Dr. Sadya Salar Ms. Nadia Jameel Dr. Tarunjit Singh Mr. Fareed Ahmed Prof. Dr. Fatma Elzahaara
1:30-2:15	Lunch	Cafeteria Basement	
2:15-3:45	<b>Parallel Sessions Day-1</b> <b>Screening:</b> Javed Nama AI film		
3:45-4:00	Tea	SLASS Courtyard	
4:00-5:30	<b>Consultancy Sessions</b> <b>Career Counselling</b> <b>InkWave</b> <b>Workshop:</b> Han" (汉 / 漢) Pixels Chinese Art in the Digital Age	SLASS 125 SLASS Auditorium SLASS 120  SLASS 118	

DAY 2		Room	Speakers
9:00-9:30	Registration	SLASS Entrance	
9:30-11:00	Parallel Sessions Day-2		
11:00-11:15	Tea		
11:15-12:45	<b>Plenary 3:</b> Art, Entertainment & Storytelling as Activism Moderator: Sarmad Cheema	SLASS Auditorium	Prof. Dr. Nico Carpentier Ms. Seemi Raheel Prof. Dr. Hasan Zafar Prof. Saleema Hashmi Mr. Usman Pirzada
12:45-1:30	Lunch	Cafeteria Basement	
1:30-3:00	Working Groups: <b>WG 1 (A)</b> Dr. Abida Ashraf Ahsan Kamray  <b>WG 1(B)</b> Dr. Ayesha Ashfaq Dr. Madiha  <b>WG 1(C)</b> Dr. Rabia Noor  <b>WG II</b> Storytelling for Solutions- Short Films and Documentaries as Change Agents  <b>WG III</b> Reframing Sports Narratives: Constructive Journalism and Marginalized Sports in Pakistan  <b>WG IV</b> China–Pakistan Media Collaboration: Evolving Narratives and Opportunities  <b>WG V</b> Climate Communication and Environmental Justice: Media Activism & Public Trust	<b>SLASS 125</b>  <b>SLASS 015</b>  <b>SLASS JMC Studio</b>  <b>SLASS 013</b>  <b>SLASS 315</b>  <b>SLASS 120</b>  <b>SLASS 207</b>	Media Faculty & Journalists

	<b>WG VI AGON-</b> Constructions of Democracy	<b>SLASS 211</b>	
3:00-3:15	Conference Picture		
3:15-4:15	<b>Closing</b>	SLASS Auditorium  Moderator: Dr. Ayesha Siddiqua	Prof. Dr. Moeed Yousaf Mr. Talat Hussain Prof. Navid Shehzad Mr. Mohammad Makram Omar Moh'd Balawi Prof. Dr Muhammad Ali Prof. Dr. Bushra H Rahman
4:15-4:30	Tea	SLASS Courtyard	
4:30-5:30	<b>Section Chairs' Meeting</b>	SLASS 120	

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**Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)**

**Marketing and Advertising Studies - 2:15 pm to 3:45 pm**

**Chair: Dr. Javeria Nazeer**

**Co-Chair: Dr. Nadia Saleem**

**Moderator: Aisha Siddiqa Siddique**

**Number of Presenters: 06**

**Venue: SLASS 212**

<i>Participants</i>	<i>Time</i>
<b>The Impact of Social Media Influencer Marketing on Consumer Behavior and Brand Loyalty</b> <i>Hamza Ali</i>	2:15 - 2:25 pm
<b>Ethical Dilemmas in Marketing and Advertising: A Critical Examination of Current Trends and Practices</b> <i>Fozia Yassar</i>	2:25 - 2:35 pm
<b>Effect of deceptive advertising on online purchasing of consumers</b> <i>Fozia Ishfaq</i>	2:35 - 2:45 pm
<b>How Consumers Infer Media Messaging for Apple-Flavored Carbonated Beverage</b> <i>Maryam Iftikhar &amp; Dr. Zaeem Yasin</i>	2:45 - 2:55 pm
<b>Influence of Online Reviews on Consumers' Purchase Decisions</b> <i>Asma Asad Khan</i>	2:55 – 3:05 pm
<b>Role of Strategic Public Relations Methods in Increasing Sales Promotion of Brand Products among Consumers</b> <i>Saliha Arooj</i>	3:05 – 3:15 pm
Panel Discussion/Q&A	3:15 – 3:45 pm
Souvenir/Certificates/Group Photo	

**Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)**

**Audio Communication Section: Digital Storytelling - 2:15 pm to 3:45 pm**

**Chair: Dr. Hina Adeeb**

**Co-Chair: Dr. Sundus Mustaqeem**

**Moderator: Ahsan Kamray**

**Number of Presenters: 10**

**Venue: SLASS 013**

<i>Participants</i>	<i>Time</i>
<b>Rait Se Bout Na Bana, Sonic Interpretation, Ahmad Nadeem Qasmi, Zubair Khalid University of Sargodha</b>	2:15- 2:20 pm
<b>Siyasi Leader, Hafiz Uzair Ali Shah, Storytelling, University of the Punjab</b>	2:08-2:16 pm

<i>Muniba Mazari (Digital Story telling), Newal Rauf, Nimra Ikram, Saleha Sultan, University of Central Punjab</i>	2:17 -2:23 pm
<i>Kun ka Bojh (Poetry) Bahria University</i>	2:24 – 2:36 pm
<i>Ahmad Nadeem Kasmi, Poetry, Dr. Shabana, Lahore College for Women University</i>	2:37 -2:50 pm
<i>Dua, Hafiz Uzair Ali Shah, Storytelling, University of the Punjab</i>	2:51 – 2:58 pm
<i>Iqbal Maseeh (Storytelling) Hassan Tarrar, Jibran Khan, Mubashir Nazir, Mueez Ahmad, University Of Central Punjab</i>	2:59 -3:02 pm
<i>Ahmed Nadeem Qasmi (Poetry) Hafiz Uzair Ali, University of the Punjab</i>	3:02 – 3 :06 pm
<i>Voices from Margins (Story telling) Abdullah Khan, Areeba Khan, Areeeba Kashif, Hooria Fatima, University of Central Punjab</i>	3:07 – 3:12 pm
<i>Ahmad Nadeem Qasmi (Poetry) Sehrish Sandhu, University of Sialkot</i>	3:13 - 3:19 pm
<b>Panel Discussion/Q&amp;A</b>	3:20 – 3:45 pm

### Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)

#### Development Communication - 2:15 pm to 3:45 pm

**Chair:** Dr. Ayesha Ashfaq  
**Co-Chair:** Dr. Shazia Ismail Toor  
**Moderator:** Dr. Mukhtar Ahmad  
**Number of Presenters:** 6  
**Venue:** SLASS 203

Participants	Time
<b>Reclaiming Hope through Participatory Media: A Quantitative Content Analysis of Activist Communication for Social Justice</b> <i>Imran Saleem</i>	2:15 - 2:25 pm
<b>Crafting Sustainable Climate Justice Narratives Beyond the Disasters: Environmental Journalism and Climate Accountability</b> <i>Aqeelat Chishti &amp; Dr. Ayesha Sadiga</i>	2:25 - 2:30 pm
<b>Post-Disaster Communication and Activism in promoting Education Equity for Flood-Affected Youth in Pakistan</b> <i>Salma Farsi &amp; Muhammad Asif Buzmi</i>	2:30 - 2:40 pm
<b>Framing Rainfall Extremes: A Content Analysis of Pakistani Media's Representation of Climate Variability as Disaster versus Development Challenge in the Context of SDG 13</b> <i>Jawad Yousaf &amp; Nabiha</i>	2:40 - 2:50 pm
<b>Digital Activism and Awareness on Environmental Issues: A Quantitative Study of Youth in Pakistan</b> <i>Laraib Noor &amp; Itba Tehreem</i>	2:50 - 3:00 pm
<b>Effects of Artificial Intelligence in Academic Learning Process: An analysis of Public Colleges of Lahore</b> <i>Nain Tara &amp; Dr. Shafayat Malik</i>	3:00 – 3:10 pm
<b>Panel Discussion/Q&amp;A</b>	3:10 – 3:45

Souvenir/Certificates/Group Photo	
<b>Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)</b>	
<b>Digital Media - 2:15 pm to 3:45 pm</b>	
<b>Chair:</b> Prof. Dr. Saveria Shami <b>Co-Chair:</b> Dr. Aneeqa Ali <b>Moderator:</b> Ms. Sana Naveed Iqbal <b>Number of Presenters:</b> 7 <b>Venue:</b> SLASS 201	
<i>Participants</i>	<i>Time</i>
<b>Between Support and Pressure: University Students' Emotional Experiences on Social Media</b> <i>Nadia Zahra; Muhammad Awais Khuram</i>	2:15 - 2:25 pm
<b>Environmental Problems: Media Framing of Environmental Issues and its Impact on Sustainable Development Discourse in Pakistan</b> <i>Anum Chaudhry; Dr. Ayesha Ashfaq</i>	2:25 - 2:35 pm
<b>Digital Media Literacy as a Policy Tool Against Climate Misinformation: Evaluating the Effectiveness of Online Climate Campaigns in Pakistan</b> <i>Janeeta Ahmad Awan</i>	2:35 - 2:45 pm
<b>Journalistic Role Orientation in The Content of Pakistani YouTube Journalists</b> <i>Muskan Zehra; Dr. Sehrish Mushtaq</i>	2:45 - 2:55 pm
<b>Cultural Storytelling on TikTok: Media Influence and the Construction of Public Opinion</b> <i>Muhammad Awais Khuram; Nadia Zahra</i>	2:55 – 3:05 pm
<b>Shaping Youth Cultural Identity: The Role of Social Media Affordances, Peer Interaction, and Algorithmic Content Curation</b> <i>Tazeen Huma</i>	3:05 – 3:15 pm
<b>The Diffusion of AI Innovation in Media Education: A Critical Assessment of Teacher Literacy</b> <i>Ahsan Tahir Bacha; Dr. Sajjad Ali; Muhammad Irfan</i>	3:15 – 3:25 pm
Panel Discussion/Q&A	3:25 – 3:45
Souvenir/Certificates/Group Photo	
<b>Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)</b>	
<b>Film Studies - 2:15 pm to 3:45 pm</b>	
<b>Chair:</b> Dr. Rabia Noor <b>Co-Chair:</b> Dr. Ali Abul Hassan <b>Moderator:</b> Uzma Maan <b>Number of Presenters:</b> 5 <b>Venue:</b> SLASS 118	
<i>Participants</i>	<i>Time</i>
<b>The Power of Design in Film: Graphic Design as Cinematic Language</b> <i>Amna Shahzad Arif, Dr. Hasan GÜRKAN</i>	2:15 - 2:30 pm
<b>Mapping Violence and Gender in Indian Action Cinema: A Longitudinal Analysis of IMDb Film Synopses (2000–2025)</b>	2:30 - 2:45 pm

<i>Omer Saeed Qureshi, Prof. Dr. Fawwad Baig</i>	
<b>Reclaiming the Narrative: Deconstructing Anti-Pakistan Propaganda in the Indian Film Dhuryandhar</b> <i>Abbas Mumtaz, Zainab Mahnoor</i>	2:45 - 3:00 pm
<b>Reel Resistance: Exploring Documentary Films as Voices for Women's Rights in an Islamic Society like Pakistan.</b> <i>Muhammad Kamran Butt</i>	3:00 - 3:15 pm
<b>Voice, Power, and Symbolic Dominance in Pakistani Film Music: Case Studies of Noor Jahan and Robin Ghosh.</b> <i>Azeem Danish</i>	3:15 – 3:30 pm
Panel Discussion/Q&A	3:30 – 3:45
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)

#### Science Communication - 2:15 pm to 3:45 pm

**Chair:** Dr. Saadia Ishtiaq Nauman/**Dr. Firasat Jabeen**

**Co-Chair:** Dr. M. Saqib Saleem

**Moderator:** Hibra Binte Imran

**Number of Presenters:** 5

**Venue:** SLASS 207

Participants	Time
<b>Bridging the Gap Exploring the Landscape and Challenges of Science Communication in Lahore</b> <i>Warsha Israr</i>	2:15 - 2:30 pm
<b>Public Perception and Smog Issue: A Comparative Analysis of Conventional and Social Media</b> <i>Zunaira Islam</i>	2:30 - 2:45 pm
<b>Framing Environmental Crisis: A Content Analysis of smog visuals in Pakistani Newspapers</b> <i>Namra Zahid; Farahat Ali</i>	2:45 - 3:00 pm
<b>AI-Driven Climate Change Misinformation on Social Media and Its Impact on Public Beliefs</b> <i>Avais Akram; Syed Shahid Ali Shah; Usman Idrees</i>	3:00 - 3:15 pm
<b>Preparing Future Communicators for a Warming World: Climate Change Awareness Among Media Undergraduates in Pakistan</b> <i>Amna Gul; Reem Matiullah Shah; Sadia Younus</i>	3:15 – 3:30 pm
Panel Discussion/Q&A	3:30 – 3:45
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 1 - February 11, 2026 (Wednesday)

#### Visual Communication Section: 2:15 pm to 3:45 pm

**Chair: Dr. Zahid Bilal**  
**Co-Chair: Umar Barkhia**  
**Moderator: Dr. Sobia Abid**  
**Number of Films: 1**  
**Venue: SLASS Studio 125**

<i>Participants</i>	<i>Time</i>
<b>Introduction to Iqbal Kraft and AI Film</b>	2:15- 2:20 pm
<b>Javid Nama</b> <i>An AI-generated movie adaptation of Javid Nama (1932) by Dr Sir Muhammad Iqbal</i>	2:20-3:00 pm
<b>Panel Discussion/Q&amp;A</b>	3:00 – 3:30 pm

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**Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)**

**Marketing and Advertising Studies - 9:30 am to 11:00 am**

**Chair: Dr. Wajid Zulqarnain**

**Co-Chair: Dr. Saima Kausar**

**Moderator: Dr Ammara Iqbal**

**Number of Presenters: 07**

**Venue: SLASS 212**

<i>Participants</i>	<i>Time</i>
<b>Transformative advertising of Mitchells Jubilee Chocolate</b> <i>Iram Muzaffar</i>	9:30 - 9:40 am
<b>Influencer Content Authenticity and Generation Z: Effects on Electronic Word-of-Mouth (eWOM) Intention and Purchase Intention: A Quantitative Survey Study with Comparative Analysis</b> <i>Ayesha Ishfaq</i>	9:40- 9:50 am
<b>Personal Branding of Pakistani Cricketers and Its Impact on Consumers' Brand Love</b> <i>Haziq Qayyum &amp; Dr. Sadaf Zahra</i>	9:50 - 10:00 am
<b>In-Game Advertising, Social Media Addiction, and Psychological Stress among Young Pakistani Gamers</b> <i>Rana Abdul Rehman &amp; Dr. Sadaf Zahra</i>	10:00 - 10:10 am
<b>Exploring the effects of Social Media Influencers, Social Media Interaction, Value Co-creation on Sustainable Green Lifestyle</b> <i>Rida Ashraf &amp; Dr. Sadaf Zahra</i>	10:10 – 10:20 am
<b>The Role of Brand in Shaping Consumer Loyalty</b> <i>Syed Moiz Ud Din Haider Zaidi &amp; Dr Muhammad Jawed Aslam</i>	10:20 am – 10:30 am
<b>The Role of Augmented Reality towards Consumer Actual Purchase Behaviour in the Tourism Industry of Pakistan</b> <i>Hira Nosheen</i>	10:30 am_ 10:40 am
<b>Panel Discussion/Q&amp;A</b>	10:40 – 11:00 am
<b>Souvenir/Certificates/Group Photo</b>	

**Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)**

**Development Communication- 9:30 am to 11:00 am**

**Chair: Dr. Mian Jawed Aslam**

**Co-Chair: Dr. Fahad Anis**

**Moderator: Dr. Madiha Maqsood**

**Number of Presenters: 6**

**Venue: SLASS 203**

<i>Participants</i>	<i>Time</i>
<b>Achieving sustainable development goals of gender equality through Mosque-based communication</b> <i>Saima E. Shahid</i>	9:30 - 9:40 am

<b>Women Re-Entering Education and Workforce After Career Interruptions in Pakistan: Through the Lens of Intersectionality and Sustainable Development Goals</b> <i>Sana Tariq</i>	9:40 - 9:50 am
<b>Women's Right to Earn and Contribution to Economic Growth in Pakistan: A Qur'anic and Hadith Perspective</b> Subd-e-Gul & Eeman Fatima	9:50 - 10:00 am
<b>Gendered Perceptions in Digital Branding Exploring the Barriers and Opportunities for Women entrepreneur in Pakistan</b> <i>Tehreem Bukhari</i>	10:00 - 10:10 am
<b>Marginalization of Christian Journalists in Pakistan's Mainstream Media: A Critical Analysis of Newsroom Practices and Professional Exclusion</b> <i>Misbah Khizar Khan &amp; Aqsa Saeed</i>	10:10 – 10:20 am
<b>Framing Corruption, Lawlessness, and Justice in Korean Crime Dramas: A Qualitative Content Analysis of Selected Television Series</b> <i>Iqra Mehreen</i>	10:20 am – 10:30 am
Panel Discussion/Q&A	10:30 – 11:00 am
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)

#### Digital Media- 9:30 am to 11:00 am

**Chair:** Dr. Muhammad Saleem  
**Co-Chair:** Dr. Bilal Nawaz  
**Moderator:** Imran Saleem  
**Number of Presenters:** 6  
**Venue:** SLASS 201

Participants	Time
<b>Psychological Consequences of Tik Tok Videos on Males of Lahore</b> <i>Hijab Zahra</i>	9:30 - 9:40 am
<b>Impact of WhatsApp Group on Student Communication and Collaborative Learning</b> <i>Sahima Noureen; Dr. Zaeem Yasin</i>	9:40 - 9:50 am
<b>Growing Up with Algorithms: How Adults Mediate Young Children's YouTube Engagement in Pakistan</b> <i>Nadia Khan; Dr. Zaeem Yasin</i>	9:50 - 10:00 am
<b>From Classrooms to Clicks: How AI-Enabled Income Opportunities Affect University Enrollment</b> <i>Maham Arif; Ayais Akram; Syed Shahid Ali Shah</i>	10:00 - 10:10 am
<b>ChatGPT-4 in Higher Education: Implications for Undergraduate Academic Performance in Jamshoro Universities, Pakistan</b> <i>Sabeen Naeem; Dr. Shazia Shahab Shaikh</i>	10:10 – 10:20 am
<b>Investigating the Influence of Political Marketing through Digital Divide: A Study of Pakistan General Election 2024</b> <i>Noor Ul Ain Nasir; Rabia Farooq</i>	10:20 – 10:30 am
<b>Digital Media as a Driver of Freelance Success: Examining Fiverr in Pakistan</b> <i>Muhammad Yaqoob</i>	10:30 – 10:40 am
Panel Discussion/Q&A	10:40 – 11:00 am
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)

#### Film Studies - 9:30 am to 11:00 am

**Chair:** Raza Zaidi  
**Co-Chair:** Dr. Amrah Malik  
**Moderator:** Waseem Ghafoor  
**Number of Presenters:** 5  
**Venue:** SLASS 118

Participants	Time
<b>Intersection of Mythology and Technology: The Narrative Analysis of ASUR series</b> <i>Zaid Bin Inam</i>	9:30 - 9:45 am
<b>Audience Sentiment and Online Backlash: A YouTube Comment Analysis of Zee Zindagi's Mini Series Barzakh</b> <i>Muhammad Shahid</i>	9:45 - 10:00 am
<b>Narrative Analysis of Fear and Hope Regarding COVID-19 in Movies</b> <i>Imran Saleem, Dr. Rabia Noor</i>	10:00 - 10:15 am
<b>Exploring Narrative Building through Indian Rap Songs: A Study Among Pakistani Youth</b> <i>Sarosh Bajwa, Dr. Zaeem Yasin</i>	10:15 - 10:30 am
<b>Singing the Body, Seeing the Body: Female Sexual Objectification in Songs of the Pashtu Film Grengo (1989)</b> <i>Hamza Ayub, Omer Saeed Qureshi</i>	10:30 – 10:45 am
Panel Discussion/Q&A	10:45 – 11:00 am
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)

#### Gender & Media Section - 9:30 am to 11:00 am

**Chair:** Dr. Saima Kausar  
**Co-Chair:** Dr. Huma Tahir  
**Moderator:** Saleem Saifullah Aulakh  
**Number of Presenters:** 6  
**Venue:** SLASS 207

Participants	Time
<b>Women's Health Conversations on Social Media: Tackling Stigma and Enhancing Access to Online Gynecology Care</b> <i>Dr. Ayesha Sadiqa</i>	9:30 - 9:40 am
<b>Televised Toxicity: The Influence of Pakistani TV Dramas on Young Women's Perceptions of Marriage</b> <i>Zainab Mahnoor; Abbas Mumtaz</i>	9:40 - 9:50 am
<b>Staying with the story: Female Investigative journalist and activism through Persistence</b> <i>Aqeedat Chishti; Dr Ayesha Sadiga</i>	9:50 - 10:00 am
<b>A Comparative Analysis of Humor Style and Audience Engagement: Male vs Female Stand-up Comedians in Pakistan on YouTube</b> <i>Rabia Tariq; Dr. Sehrish Mushtaq</i>	10:00 - 10:10 am
<b>Gender, Media, and Power: Rural Women's Interpretations of Patriarchal Narratives in Pakistani Television Dramas</b> <i>Saima Irfan</i>	10:10 – 10:20 am
<b>Twitter as a digital counter-public for Pakistani women</b> <i>Saadia Ahmed</i>	10:20 – 10:30 am
Panel Discussion/Q&A	10:30 – 11:00 am
Souvenir/Certificates/Group Photo	

## Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)

### Media Culture & Society – 9:30 am to 11:00 am

**Chair:** Dr. Ayesha Siddiqua

**Co-Chair:** Dr. Atif Ashraf

**Moderator:** Dr. Saba Sultana

**Number of Presenters:** 6

**Venue:** SLASS 202

Participants	Time
<b>A Effects of Biased Coverage by ARY Network on #Metoo Movement in Pakistan: Case Study of Ali Zafar vs Meesha Shafi</b> <i>Sobia Nasim</i>	9:30 - 9:40 am
<b>Reframing Climate Change through a Human Rights Lens: A Content Analysis of Newspaper Coverage (2020–2025)</b> <i>Behjat Shahid</i>	9:40 – 9:50 am
<b>Cultural Storytelling on TikTok: Media Influence and the Construction of Public Opinion</b> <i>Muhammad Awais Khuram</i>	9:50 - 10:00 am
<b>The Mirror That Lies: A Systematic Review of AI Beauty Filters and Their Impact on Psychological Well-Being</b> <i>Dr. Sara Anwar</i>	10:00 - 10:10 am
<b>Usage of Digital Media and Cultural Change among Pakistani Youth</b> <i>Maryam Aslam;</i>	10:10 – 10:20 am
<b>Threads of Connection or Fear of Missing Out: The psychology behind Snapchat Streak Obsession</b> <i>Shabana Asghar; Hafiza Kalsoom</i>	10:20 – 10:30 am
Panel Discussion/Q&A	10:30 – 10:40 am
Souvenir/Certificates/Group Photo	

## Research Papers: Parallel Sessions - Day 2- February 12, 2026 (Thursday)

### Political Communication – 9:30 am to 11:00 am

**Chair:** Dr. Ayesha Sadaf

**Co-Chair:** Dr. Shabbir Hussain

**Moderator:** Ahmed Raza

**Number of Presenters:** 07

**Venue:** SLASS 202

Participants	Time
<b>Exploring the "Other Network": Affective Infrastructure and Solidarity in Niche Social Justice Podcasts in Pakistan</b> <i>Dr. Amrat Haq</i>	9:30 - 9:40 am
<b>Populism and algorithmic power: the new dialectic of governance in the information age</b> <i>Iftikhar Ahmad</i>	9:40 – 9:50 am
<b>Cognitive and Ideological Entrapment in Religious Extremism: A Study through Plato's Allegory of the Cave</b> <i>Asfandyar Jehangiri</i>	9:50 - 10:00 am

When Political Participation Becomes Antagonistic: Social Media Fandoms in Pakistan <i>Ashbeelah Shafaqat Ali; Sarosh Bajwa; Iqra Saeed</i>	10:00 - 10:10 am
Political Journalism in Pakistan: Pressures, Practices, and Professional Ethics <i>Shafiq Shareef; Usman Idrees; Imran Sanaullah</i>	10:10 – 10:20 am
Online Election Campaign and Voting Behavior of Youth: A Review of Literature <i>Muhammad Ali</i>	10:20 – 10:30 am
Media, Emotions, Efficacy, and Politics: Analyzing May 9th Protest Dynamics in Pakistan <i>Dr. Ifra Iftikhar; Mian Hassan Shahid</i>	10:30 – 10:40 am
Panel Discussion/Q&A	10:40-10:45
Souvenir/Certificates/Group Photo	

### Research Papers: Parallel Sessions - Day 2 - February 12, 2026 (Thursday)

#### Visual Communication Section: 9:30 am to 11:00 am

**Chair:** Dr. Sehrish Mushtaq  
**Co-Chair:** Dr. Sundus Mustaqueem  
**Moderator:** Maryam Khan  
**Number of Films:** 6  
**Venue:** SLASS Studio 125

Participants	Time
<b>3 Hours</b> <i>Muhammad Talha Farid, Muhammad Noman, Saqlain Mushtaq, Shehroz Hussain, Muhammad Umar, Shair Afgun, (University of Okara)</i>	<b>9:30 – 9:40 am</b>
<b>Khawab Aur Zindagi</b> <i>Hira Kahlil, Ghania Imtiaz, Aqsa Ramzan, Attika Zakir (Lahore College for Women University)</i>	<b>9:40 – 9:50 am</b>
<b>The Small Dose</b> <i>Abdulrahman Hamed, Abdullah, Abu Taha, (University of Lahore)</i>	<b>9:50 – 10:00 am</b>
<b>Can Lahore Breathe Again?</b> <i>Nabisha, Masooma Amir, Rameen (Lahore College for Women University)</i>	<b>10:00 – 10:10 am</b>
<b>Yesterday</b> <i>Uzair Ahmad, Salal Aziz, Awais Khan (University of Central Punjab)</i>	<b>10:10 – 10:25 am</b>
<b>Weight of Water</b> <i>Syed Zain Ahmed (Riphah International University)</i>	<b>10:25 – 10:35 am</b>
Panel Discussion/Q&A	<b>10:35 – 11:00 am</b>
Souvenir/Certificates/Group Photo	

