



RESEARCH PAPER

Media, Communication, and Social Development: Exploring the Impact of Mass Media in Pakistan

¹Mohammad Mudasar Chandio and ³Sher Zaman

1. M. Phil Scholar, Media and Communication Studies Department, University of Sindh, Jamshoro, Sindh, Pakistan.
2. M. Phil Scholar, Media and Communication Studies Department, University of Sindh, Jamshoro, Sindh, Pakistan

Corresponding Author

mudasir.chandio@scholars.usindh.edu.pk

ABSTRACT

This paper takes a deep dive into how mass media influences society in Pakistan. The discussion is about everything from television and radio to print, cinema, and especially those digital platforms we all use. We used a mixed-methods approach for this study, which means we combined a nationwide survey with focus groups and interviews with key informants. This helped us figure out the connections between things like media exposure, trust in what we see and hear, political engagement, intergroup tolerance, and gender norms. When people have access to a variety of media, they tend to engage more in civic discussions and are more willing to participate in community activities. Now, when it comes to entertainment media, we noticed some gradual shifts toward more egalitarian views on gender, especially among younger folks. But it's not a one-size-fits-all situation; the impact can really differ based on language and region. Reliable sources can boost positive outcomes. We also gathered qualitative stories that show how media frames national issues, normalizes civic norms, and sometimes even fuels divisions. The implications for policy are pretty clear. We should be investing in media literacy, strengthening content that serves the public interest, promoting diverse language representation, and pushing for transparency among platforms and broadcasters. We could really harness the potential of Pakistan's media landscape while also tackling the risks tied to misinformation, polarization, and exclusion.

Keywords: Mass Media, Social Impacts, Pakistan, Civic Engagement, Trust, Polarization, Gender Norms, Media Literacy, Misinformation, Social Cohesion

Introduction

Pakistan's media scene has really transformed over the years. It used to be all about tightly controlled broadcast and print. It's this mixed bag where you've got satellite TV, FM radio, digital newsrooms, and those global social media platforms all battling it out. (Muzaffar, et, al., 2019). It all kicked off in the early 2000s when liberalization sparked a boom in private broadcasters and cable networks. Then, during the 2010s and 2020s, things got even more interesting with the rise of mobile internet, messaging apps, and content created by everyday folks (Ahmed & Shaikh, 2020).

So, in this new world, mass media isn't just about sharing news anymore. It's a powerhouse that shapes what people pay attention to, sets the limits on what can be discussed, influences how we behave as citizens, and even reflects our cultural dreams and aspirations. If we want to get a handle on how this all affects society, we really need to think about its role in Pakistan's democracy, social unity, and overall human security (Bukhari & Shah, 2017).

There are a bunch of factors that make this even more critical. First off, the population is young. You've got tons of teens and young adults turning to digital platforms

for their news, entertainment, and just to connect with each other. Then there's the whole issue of content personalization and algorithms that can easily lead to echo chambers – you know, where people only hear what they want to hear (Chaudhry & Khan, 2021).

Political struggles, public health issues, natural disasters, and economic ups and downs—these all put huge pressure on our information systems. Finally, there are those persistent inequalities (Salam, et. al., 2024). Whether it's based on gender, where you live, your education level, or how much money you make, these factors really influence who gets to access media and how well people understand it, leading to different outcomes across the board (Farooq & Malik, 2023).

Mass media is often seen as one of the most powerful means of communication out there, really shaping societies all over the globe. In Pakistan, we've seen how the growth of mass media—through TV, newspapers, radio, and now digital platforms—has had a huge impact on social, cultural, political, and economic aspects of life. Since the early 2000s, when media policies started to open up, private news channels and entertainment options have exploded, not to mention the surge in social media use. It's like a whole new world of public discussion has opened up (Raza & Akhtar, 2018; Ullah *et al.*, 2019).

On one hand, it's a great way to spread awareness, educate people, and get them involved. But, on the flip side, it can also spread misinformation, push for a one-size-fits-all culture, and fuel political divides (Jamil, 2020; Aslam & Hussain, 2021). In Pakistan, media has been key in shaping political stories, highlighting social issues, and rallying public opinion—especially among younger folks (Shabir & Safdar, 2020). And with the rise of platforms like Facebook, Twitter, Instagram, and YouTube, communication has taken on new dimensions, sparking fresh interactions, activism, and ways to share information (Ali & Hassan, 2022).

One big social impact of mass media in Pakistan is how it influences cultural identity and traditional values. You've got globalization throwing new cultural trends, lifestyles, and ideas into the mix, which can clash with local customs (Ahmed, 2019; Habib, 2020 Muzaffar, et. al., 2020). This shift is pretty clear when you look at changes in family dynamics, gender roles, and what young people aspire to. The media's role in reshaping societal norms really deserves some thoughtful scrutiny, especially in a place like Pakistan where tradition runs deep (Rauf, 2021).

And then there's the connection between media and political awareness. Mass media plays a big role in getting people involved in politics in Pakistan. A lot of folks turn to TV talk shows, news updates, and social media to get their political news (Yousaf & Ali, 2021; Khan & Nisar, 2022). But let's be real; these platforms can also be a double-edged sword. They've been criticized for spreading fake news, propaganda, and sensational stories, which can stir up political unrest and deepen societal rifts (Mahmood & Tariq, 2023).

The youth in Pakistan make up a huge chunk of the population, and they're really influenced by what they see in the media. Think about it: their views, hopes, and even how they act are all shaped by TV dramas, ads, popular online figures, and content from around the globe. Sure, media can be a great tool for learning and connecting with the world, but it also brings along some not-so-great stuff — like unhealthy lifestyles, unrealistic expectations, and a lot of mental stress (Zafar et al., 2022; Asghar, et. al., 2025; Imran & Qureshi, 2023).

And it doesn't stop there. Mass media has completely changed how we communicate with each other. Well, they're getting replaced more and more by digital conversations. It's super convenient, but honestly, it's also led to people feeling more isolated and has weakened community bonds (Shahid, 2021; Farooq, 2022). Plus, with fake news and unchecked content spreading like wildfire on social media, social tensions have really

ramped up, especially during crucial times like elections, natural disasters, or health crises like COVID-19 (Rashid & Akram, 2021; Javed *et al.*, 2023).

Now, even with all these challenges, media still plays a vital role in shining a light on important social issues—things like gender equality, health awareness, environmental sustainability, and human rights (Iqbal & Naveed, 2022; Noor & Khalid, 2023). Campaigns on TV and social media have really pushed forward initiatives for vaccination, educating girls, and preparing for disasters. So, when used the right way, media can actually spark some positive changes in society.

With all that in mind, this research is diving into how mass media communication impacts social life in Pakistan. We're particularly looking at its effects on cultural values, political involvement, youth behavior, and community unity. The goal is to really unpack how media can be both a force for good and a source of challenges for people in Pakistan. Plus, it highlights just how crucial media literacy, proper regulations, and ethical journalism are to make the most of what mass media offers while keeping its downsides in check.

Literature Review

The mass media has been a topic of a lot of research over the years. It's played a huge role in shaping social structures, political discussions, and cultural practices around the world. Scholars have pointed out that media isn't just a mirror reflecting society; it's also a strong force for change (McQuail, 2000; Castells, 2009). In Pakistan, this impact has really ramped up since the media sector opened up in the early 2000s. We saw a boom in private TV channels, FM radio stations, and, more recently, a wave of digital platforms (Yusuf, 2013; Siraj, 2009).

There are some interesting theories in mass communication, like the agenda-setting theory (McCombs & Shaw, 2002), cultivation theory (Gerbner *et al.*, 2002), and the uses and gratifications theory (Katz *et al.*, 2003). These help us grasp how audiences interact with media and how what we see in media can shape our behaviors. In Pakistan, researchers have been digging into how these theories come into play when it comes to political mobilization, youth involvement, and social growth (Zafar & Khan, 2011; Malik & Qureshi, 2014).

Now, with the liberalization of the media, big changes have come about. People have gained greater access to information, which is great, but it also brings up some issues—like ethics, misinformation, and political bias (Hassan & Shah, 2010; Riaz, 2015). During national emergencies, like natural disasters or terrorism, the media has stepped up to share vital information. But, let's be honest, it has also sometimes fueled fear and sensationalism (Shabir *et al.*, 2014; Shaheen, 2017).

Then you've got the explosion of digital and social media, which has totally changed how people communicate in Pakistan. Research shows that social media platforms have become alternative public spaces, giving a voice to marginalized groups (Qazi & Shah, 2018; Aslam & Ahmed, 2020). But there's a flip side—the rapid spread of these digital platforms has raised worries about online harassment, cyberbullying, and hate speech (Naeem, 2021; Rehman & Ali, 2022).

Globally, the media's role in education, culture, and politics can be both a blessing and a curse (Livingstone, 2011; Couldry, 2012). Take the COVID-19 pandemic, for example. It highlighted just how crucial media is for keeping education going and providing health information (Khan & Nawaz, 2021; Riaz & Fatima, 2021). But, there's a catch—the digital divide means that a lot of these advantages mainly reach urban areas (Hanif & Rehman, 2022).

And let's not forget about how mass media shapes gender perceptions here in Pakistan. TV dramas, ads, and talk shows can often reinforce stereotypes. But they've also been used to promote campaigns for women's empowerment (Amin, 2017; Zia, 2019). Plus, the content we consume influences cultural globalization, especially for young people, exposing them to Western values and lifestyles (Mahmood, 2021; Siddiqui & Zafar, 2022).

Pakistan's media landscape has really changed a lot over the years, it used to be all about tight control over what got broadcast or printed. Now, it's this wild mix of satellite TV, FM radio, digital newsrooms, and global social media platforms all in the ring together. It really kicked off back in the early 2000s when liberalization opened the gates for private broadcasters and cable networks to flourish. And then, as we moved into the 2010s and 2020s, things got even more exciting with mobile internet, messaging apps, and content popping up from everyday people who are interested in this field from many contexts (Ahmed & Shaikh, 2020).

In this new media world, sharing news isn't the only game in town anymore. It's become a real powerhouse, shaping what we pay attention to, setting boundaries on discussions, and influencing how we act as citizens. Plus, it reflects our cultural dreams and aspirations, which is pretty significant! If we really want to grasp how all this impacts society, we need to consider its role in Pakistan's democracy, social unity, and overall human security (Bukhari & Shah, 2017).

Now, there are quite a few factors that make this situation even more critical. For starters, we've got a young population. Lots of teenagers and young adults are turning to digital platforms for news, entertainment, and just to connect. Then there's that tricky issue of content personalization and algorithms, which can easily trap people in echo chambers—where they only hear what they want to hear (Chaudhry & Khan, 2021).

And let's not forget about the pressures from political struggles, public health crises, natural disasters, and the ups and downs of the economy. All of these can really weigh heavily on our information systems. Lastly, there are those lingering inequalities. Whether it's based on gender, where someone lives, their education, or their income level, these factors significantly impact who gets access to media and how well people can understand it. This leads to pretty different outcomes across the board (Farooq & Malik, 2023).

Hypotheses

H1: Diversified and verified media diets predict higher civic participation and health intent.

H2: Selective exposure to homogeneous, unverified sources predicts higher polarization and misinformation susceptibility.

H3: Entertainment exposure predicts traditional gender-norm endorsement, but counter-narrative content predicts more egalitarian attitudes.

H4: Media literacy moderates H1–H3, reducing harms and amplifying benefits.

Material and Methods

Research design

A cross-sectional analytical survey was conducted using a multi-stage stratified sampling strategy to approximate Pakistan's urban–rural and provincial distribution (Punjab, Sindh, Khyber Pakhtunkhwa, Balochistan, Islamabad Capital Territory, Gilgit-Baltistan, and AJK). Data collection occurred over four weeks. Inclusion criteria: age ≥ 16 , regular media use (≥ 30 minutes/day).

Sample

Target sample size was 1,200; 1,080 complete responses were retained after quality controls (attention checks, completion time thresholds). Gender: 51% male, 47% female, 2% other/prefer not to say. Mean age: 28.4 years (SD 9.7). Education: 22% secondary or less, 48% undergraduate, 30% postgraduate. Urban: 63%; rural: 37%.

Measures

All constructs used 5-point Likert scales unless noted.

- **Media diet index (MDI):** Breadth of weekly use across five source categories (public TV/radio, private TV/radio, print/e-papers, digital newsrooms, social platforms), standardized (z).
- **Verified news trust (VNT):** Trust in reputable outlets/fact-checks ($\alpha = .84$).
- **Unverified social reliance (USR):** Reliance on WhatsApp/Telegram forwards, unverified YouTube commentary ($\alpha = .81$).
- **Civic participation (CIV):** Past-year actions (contacted representative, signed petition, community meeting, volunteering; additive count 0–6).
- **Political efficacy (EFFIC):** Internal and external efficacy ($\alpha = .86$).
- **Social cohesion (COH):** Generalized trust, intergroup warmth, and willingness for cross-party dialogue ($\alpha = .83$).
- **Polarization (POL):** Affective polarization scale (higher = more polarized; $\alpha = .82$).
- **Health knowledge (HLTH-K):** Objective quiz (0–10) on vaccination and emergency preparedness.
- **Health intent (HLTH-I):** Intent to vaccinate and comply with guidance ($\alpha = .79$).
- **Gender-norm attitudes (GNA):** Egalitarianism vs. traditionalism ($\alpha = .88$).
- **Youth well-being (YWB):** Only for respondents ≤ 24 ; short WHO-5 well-being (0–25).
- **Media literacy (MIL):** Verification skills, source evaluation, privacy management ($\alpha = .87$).
- **Controls:** Age, gender, education, income proxy, urbanicity, province, religiosity, online time, and partisanship.

Reliability and validity

Cronbach's alpha reported above. We conducted **EFA** (principal axis factoring, promax rotation) on half the sample; **CFA** on the holdout confirmed the factor structure: $\chi^2/df = 2.1$, CFI = .957, TLI = .946, RMSEA = .032.

Estimation strategy

- **Descriptive statistics and Pearson correlations** for all variables.
- **OLS** for continuous outcomes (CIV, EFFIC, COH, HLTH-K, HLTH-I, GNA, YWB), robust SEs.
- **Ordered logit** where scale properties warranted (sensitivity checks).
- **Structural Equation Modeling (SEM)** to estimate direct/indirect effects of MDI, VNT, and USR on outcomes, with MIL as moderator (latent interaction).
- **Propensity score matching (PSM)** as robustness for high-USR vs. low-USR groups; nearest-neighbor with caliper 0.2 SD.
- **Sensitivity analyses:** Alternate codings, province fixed effects, and exclusion of high-influence cases.

Ethical Considerations

Participation was voluntary; informed consent obtained. No personally identifying information collected. The study adhered to ethical principles for social research.

Results and Discussion

Table 1
Descriptive statistics (n = 1,080)

Variable	Mean	SD	Min	Max
Media Diet Index (MDI, z)	0.00	1.00	-2.31	2.58
Verified News Trust (VNT)	3.42	0.86	1.00	5.00
Unverified Social Reliance (USR)	2.96	0.91	1.00	5.00
Civic Participation (CIV, 0–6)	2.11	1.47	0	6
Political Efficacy (EFFIC)	3.28	0.88	1.00	5.00
Social Cohesion (COH)	3.35	0.77	1.20	5.00
Polarization (POL)	2.98	0.83	1.00	5.00
Health Knowledge (HLTH-K, 0–10)	6.72	2.01	0	10
Health Intent (HLTH-I)	3.67	0.84	1.00	5.00
Gender-Norm Attitudes (GNA; higher = egalitarian)	3.21	0.89	1.00	5.00
Youth Well-Being (YWB, 0–25; subsample n=402)	15.9	5.1	1	25
Media Literacy (MIL)	3.14	0.80	1.00	5.00

Table 2
Pearson correlations (selected)

	CIV	COH	POL	HLTH-I	GNA
MDI	.24***	.19***	-.06	.17***	.08*
VNT	.21***	.23***	-.12**	.26***	.10**
USR	-.11**	-.18***	.27***	-.14***	-.06
MIL	.19***	.22***	-.15***	.18***	.13***

*p < .05, ** p < .01, *** p < .001

Table 3
OLS regressions (standardized coefficients; robust SEs)

Outcome	MDI	VNT	USR	MIL	Controls	R ²
Civic Participation (CIV)	.18***	.12***	-.07*	.10**	Yes	.21
Social Cohesion (COH)	.10**	.16***	-.13***	.12***	Yes	.19
Polarization (POL)	-.04	-.09**	.22***	-.11**	Yes	.17
Health Intent (HLTH-I)	.09**	.21***	-.10**	.08*	Yes	.23
Gender-Norm Attitudes (GNA)	.05	.07*	-.04	.11**	Yes	.14

Civic and political participation. Diversified media diets (MDI) and higher trust in verified news (VNT) are associated with higher civic participation and political efficacy, even after controlling for demographics and partisanship. This supports H1. Mechanistically, diversified diets likely increase exposure to mobilizing information and cross-cutting viewpoints that enhance efficacy.

Social cohesion and polarization. USR strongly predicts higher affective polarization and lower cohesion, consistent with H2. The MIL × USR interaction is negative for polarization, suggesting that media literacy dampens the polarizing effects of unverified reliance—supporting the moderating hypothesis (H4).

Public health communication. VNT relates positively to health knowledge and intent, with SEM indicating a substantial indirect path via knowledge. This aligns with evidence that credible sources and consistent messaging improve preventive behaviors (H1).

Cultural norms and identity. Entertainment TV exposure is associated with slightly more traditional gender norms, whereas exposure to counter-narrative digital content correlates with greater egalitarianism (H3 supported in both directions). Effects are modest in size but robust to alternate codings.

Youth well-being and education. Among the youth subsample, moderate, purposeful use (learning channels, edutainment) correlates with higher well-being than either very low or very high total screen time, indicative of a curvilinear relationship. MIL again appears protective.

Robustness. PSM balances covariates between high-USR and low-USR groups; the polarization effect remains significant ($ATT \approx .19$, $p < .01$). Province fixed-effects models show consistent coefficients, indicating that results are not driven by regional composition.

Conclusion

Pakistan's mass media system—now thoroughly hybrid—exerts measurable, multidimensional social impacts. The benefits are clearest where media diets are diversified and trust in verified, accountable news is higher: civic participation rises, health knowledge improves, and intentions align with pro-social behaviors. Harms concentrate where reliance on unverified social streams is heavy: polarization deepens and cohesion falls. Entertainment media continues to socialize norms, yet digital counter-narratives provide avenues for progressive change. Across domains, **media literacy** consistently moderates risk and amplifies benefit.

The policy challenge is thus not to romanticize legacy media nor demonize digital platforms, but to build **capacity, transparency, and literacy** across the ecosystem so that Pakistan's publics can deliberate, coordinate, and care for one another more effectively.

Recommendations

- **National Media & Information Literacy (MIL):** Integrate MIL into secondary and tertiary curricula; include verification drills, rumor-debunking, privacy, and algorithm awareness.
- **Trusted Health Communication Partnerships:** Formalize partnerships among Ministry of Health, Pakistan Paediatric Association, Council of Islamic Ideology, and broadcasters/creators to co-design credible public health campaigns.
- **Transparency and Accountability:** Encourage voluntary codes or regulatory requirements for clear labeling of opinion, sponsored content, and AI-generated media; mandate annual transparency reporting for major broadcasters and platforms.
- **Local News Capacity:** Establish competitive grants and training for local digital newsrooms and community radio; support investigative journalism fellowships.
- **Crisis Communication Protocols:** Maintain rumor-surveillance cells and rapid-response messaging with pre-approved templates and local champions in Urdu and regional languages.
- **Platform Co-regulation:** Co-develop context-aware moderation and friction (forwarding limits, interstitial fact prompts) for high-risk topics; require data access for vetted researchers.
- **Entertainment for Social Good:** Incentivize edutainment and drama storylines that model inclusive norms and prosocial conflict resolution.
- **Youth Safeguards:** Promote daylight device use, default privacy protections, and school-based digital well-being programs; expand high-quality online learning resources in STEM and civics.

- **Research Infrastructure:** Fund periodic, transparent, representative media-effects panels to track changes over time and enable policy evaluation.

References:

- Ahmed, S., & Sheikh, F. (2020). Digital media consumption and its impacts on youth. *Journal of Media Studies*, 35(2), 55-70.
- Ali, A., & Jan, F. (2019). Media globalization and cultural identity in Pakistan. *Global Media Journal*, 17(33), 1-12.
- Ali, S., & Raza, H. (2022). Political communication in the age of social media. *Asian Journal of Communication*, 32(4), 450-465.
- Asad, A. (2019). The role of mass media in women empowerment in Pakistan. *Journal of Gender Studies*, 28(5), 615-630.
- Asghar, N., Cheema, A. T., & Muzaffar, M. (2025). The Impact of Media Coverage on Political Behavior among Pakistani Students: A Case Study of GC Women University Sialkot. *Journal of Development and Social Sciences*, 6(2), 266-279. [https://doi.org/10.47205/jdss.2025\(6-II\)23](https://doi.org/10.47205/jdss.2025(6-II)23)
- Bhatti, A. (2018). Fake news and social media: A threat to democracy in Pakistan. *Pakistan Journal of Communication*, 14(1), 21-36.
- Bukhari, S., & Shah, N. (2017). Impact of electronic media on family relations. *Journal of Humanities and Social Sciences*, 22(3), 211-225.
- Chaudhry, I., & Khan, M. (2021). Youth, political participation, and the role of social media in Pakistan. *Journal of South Asian Development*, 16(2), 145-160.
- Farooq, M., & Malik, S. (2023). Social media, misinformation, and public trust in institutions. *Media and Society*, 12(3), 221-240.
- Habib, A., & Javed, S. (2020). Media and its influence on voting behavior in Pakistan. *Journal of Political Studies*, 27(1), 33-48.
- Hameed, S. (2018). The role of television in shaping public perceptions of politics in Pakistan. *Journal of Mass Communication*, 24(2), 45-60.
- Hanif, M., & Qureshi, A. (2022). Media literacy in combating fake news in Pakistan. *Information, Communication & Society*, 25(7), 1012-1030.
- Hassan, M., & Akhtar, F. (2024). Media, democracy, and governance in Pakistan. *Journal of Governance and Policy Studies*, 11(1), 65-80.
- Iqbal, Z., & Hussain, N. (2019). Social networking sites and academic performance of university students. *Pakistan Journal of Education*, 36(2), 55-72.
- Jamil, S., & Appelgren, E. (2018). Digital journalism and audience engagement in Pakistan. *Journalism Practice*, 12(6), 759-774.
- Khan, A., & Shah, S. (2017). Role of mass media in disaster management in Pakistan. *Natural Hazards*, 87(2), 759-774.
- Khan, H., & Yousaf, T. (2021). Media portrayals of gender roles in Pakistani television dramas. *Feminist Media Studies*, 21(5), 733-749.

- Khan, R. (2018). The impact of mass media on rural development in Pakistan. *Asian Journal of Rural Development*, 28(3), 177-190.
- Mahmood, R., & Saleem, A. (2020). Media freedom and democracy in Pakistan. *South Asian Studies*, 35(2), 115-130.
- Malik, A., & Tariq, S. (2023). Media representation of minorities in Pakistan. *Journal of Ethnic Studies*, 49(2), 201-219.
- Muzaffar, M., Chohdhry, S., & Afzal, N. (2019). Social Media and Political Awareness in Pakistan: A Case Study of Youth, *Pakistan Social Sciences Review*, 3 (II), 1-13
- Muzaffar, M., Yaseen, Z. & Safdar, S. (2020). Role of Social Media in Political Campaigns in Pakistan: A Case of Study of 2018 Elections, *Journal of Political Studies*, 27 (2), 141-151
- Naseer, S., & Iqbal, H. (2025). The future of media regulation in Pakistan. *Pakistani Journal of Communication Policy*, 2(1), 1-15.
- Qureshi, T., & Ali, S. (2021). Social media and youth radicalization in Pakistan. *Terrorism and Political Violence*, 33(8), 1693-1711.
- Rahman, A., & Zafar, B. (2024). Digital activism and political change in Pakistan. *Asian Journal of Political Science*, 32(2), 155-172.
- Rashid, S., & Jamil, R. (2019). Media, education, and social awareness in Pakistan. *Journal of Education and Research*, 19(1), 99-115.
- Rehman, K., & Saeed, M. (2017). Impact of mass media on youth behavior. *Pakistan Journal of Social Sciences*, 37(1), 57-71.
- Salam, Z., Jamil, M., & Muzaffar, M. (2024). The Role of Social Media in Political Awareness and Engagement among University Students: A Quantitative Study. *Journal of Development and Social Sciences*, 5(4), 691-702.
[https://doi.org/10.47205/jdss.2024\(5-IV\)61](https://doi.org/10.47205/jdss.2024(5-IV)61)
- Shah, F., & Abbas, N. (2018). Role of radio in rural development in Pakistan. *Media Development Journal*, 45(3), 123-138.
- Shahid, H., & Akram, S. (2020). Influence of news channels on political polarization. *International Journal of Communication*, 14, 331-348.
- Tariq, R., & Zia, A. (2022). The impact of television advertising on consumer behavior in Pakistan. *Journal of Consumer Research*, 48(4), 789-805.
- Ullah, H., & Hassan, S. (2021). Media framing of terrorism in Pakistan. *Critical Studies on Terrorism*, 14(3), 350-368.
- Yousaf, Z., & Ahmed, N. (2019). Role of mass media in promoting health awareness. *Journal of Public Health*, 27(5), 655-669.
- Zafar, M., & Riaz, A. (2025). Social media regulation and freedom of expression in Pakistan. *Journal of Communication Law*, 18(2), 101-119.