

WOMEN UNIVERSITY OF AJ&K BAGH

1st INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN LINGUISTICS, LITERATURE AND SOCIAL SCIENCES (ICETLL&SS 2024)

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ABSTRACT BOOK





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Message from Patron-in-Chief

Meritorious Professor Dr. Abdul Hamid

Vice Chancellor Women University of Azad Jammu and Kashmir Bagh



This is indeed great honor and pleasure to deliver welcome message as Patron-in- Chief of the conference to presenters and participants of this knowledge generating event going to be held on 22-24 August 2024 at Women University of AJ&K Bagh. I am magnanimously glad to share that based on its primary soul and intent, this unique institution is playing its vital role to contribute to the society and is committed to empower women by providing higher education at their doorstep. I would like to warmly invite all the social scientists to the '1st International Conference on Emerging Trends in Linguistics, Literature and Social Sciences ICETLL&SS 2024' organized by Faculty of Arts and Social Sciences of our University. This is irrefutable fact that outcome of such research events always has genuine outlook and critical context and apposite actions are initiated based on the productive arguments generated and shared during these intellectual gatherings. I passionately believe that this international level event will enhance the thematic and applied quality of research and mutual collaborations among the intellectuals, academicians and researchers across Pakistan and around the globe. The research articles received for this conference are submitted by eminent researchers from all over Pakistan and abroad for all six conference themes including Linguistics, Literature, Education, Economics, Management and International Relations. I am confident that this unique and pragmatic opportunity will enable social scientists to highlight abominable and lamenting linguistic, economic, educational, political and social issues prevailing in societies and appropriate and exquisite solutions will be shared to resolve them. Finally, I would like to encourage all the social scientists to be the part of this wonderful scientific gathering at fascinating place of Bagh Azad Kashmir lies in the foothill of Himalayan mountains.

Addressing SLA Challenges in the World of AI-driven Tools

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Abstract: For many decades, second language research agendas have developed around computer-assisted language learning (CALL) exploiting technology for robust and meaningful language learning and teaching. Scholars and practitioners witness the changing landscape of CALL and acknowledge

that changes are rapid and constant in this field. One of the roles of technology is AI chat box as an interlocutor for learners to practice the languages they learn. Although AI can tailor the educational experience to individual learner's needs, the AI system is not unique to each individual language system. Firstly, it would erode the innate cultural backgrounds of individual languages and secondly, it cannot replicate real life experiences and imagination during personal interactions. Nevertheless, technology is so pervasive and interwoven with language learning and teaching activities, so opting it out seems impossible. Thus, technology should be manipulated to the benefit of language learners particularly for self-directed learning. This presentation aims to explore issues and highlight the use of AI and future challenges in second language learning and teaching.

Key words: Second language acquisition, challenges, AI-driven tools

Digital Divide – Challenges and Strategies

Professor Dr. Umar Farooq

CUST, Rawalpindi, Pakistan



Abstract: Digital technology has become a fundamental force for change in this century. Over time, the old strategies used by educators become obsolete, education is influenced by technological advances, modifying the way of teaching and in turn using digital tools, changing the relationship between teacher and student, giving way to innovation in search of autonomous learning and meaningful learning. However, the increasing gap in the digital divide has significantly undermined access and delivery of education. There is a need to take new initiatives that may help improve and even possibly eliminate the technology gaps in education.

Key words: Digital divide, challenges and strategies

Reimagining Social Sciences and Economics Education in Pakistan

Professor Dr. Syed Nisar Hussain Hamdani



Abstract: Social sciences education, both globally and in Pakistan, faces a crisis in the 21st century. Traditional curriculum and methods leave graduates unprepared for a future marked by rapid technological advancements, environmental concerns, intricate socio-political landscapes, and – potentially – human irrelevance and moral decline due to automation and digitization. This paper proposes a framework based on the Divine Model (Hamdani, 1999-2023) to reimagine social sciences education. Building on Divine Economics (DE) derived from the Quran and Hadith, the Divine Model integrates religious, spiritual, and ethical considerations directly into economic studies, with potential application across social sciences. It fosters human excellence (ethical, religious, spiritual values) through the seven domains of human ecology (Self, Family, Community, etc.). Additionally, it proposes a new ontological foundation for social sciences education, emphasizing the interconnectedness of human action, morality, and socioeconomic development. As we foresee a future of unprecedented advancements alongside potential moral decline, a holistic approach is crucial. The Divine Model, applicable to both general and social sciences education, aims to equip graduates with the critical

thinking, community engagement, skills development and ethical behavior necessary to build a just and prosperous Pakistan. Pakistani universities, by revising curricula and co-curricular activities, can bridge the gap between contemporary education and the desired educational and ethical excellence needed to produce graduates who are both professionally competent and morally sound.

Keywords: Human ecology, divine economics, Islamic social sciences, Quranic foundations for theorizing

Language Policy of the Great Sub-Continent of Indo-Pakistan Before and after Colonization

Professor Dr. Muhammad Saeed Akhter



Abstract: That the linguistic realities of the Great Sub-Continent of Indo-Pakistan are still shrouded in the wrap of mystery has been the stimulus for present speaker to juxtapose the language policy of the Great Sub-Continent before and after colonization. Epistemological colonization since the domination of Europe and shifting of powers to the new imperialist power has almost convinced the Eastern intelligentsia that intellectual horizons of the Great Sub-Continent –linguistics as a case in point – were bleak before the European domination and that the advent of Europe happened to be the source of enlightenment for the peoples of the region along with the comity of nations on the globe. The speaker would proceed with two main objectives: (1) How far the European version of the linguistic darkness of India is supported by historical facts? (2) How far the claim of Europe as a source of linguistic enlightenment is compatible with contemporary realities and their consequences? The speaker would take into consideration of the ideas of renowned thinkers from the East in particular and the West in general. He would attempt to explore the dormant facts of the past and European motifs of contemporary times while carrying out his analysis. He would endeavor to find out the unciphered links of the contemporary linguistic chaos with the incessant imperialistic intervention of English in the linguistic arena of the Great Sub Continent. The speaker would conclude his speech with recommendations to align the language policy with universally admitted linguistic principles and national requirements.

Keywords: Language policy, great sub-continent, Indo-Pakistan, colonization

What Deepfake Voices can Tell us About Human Voice Processing

Elisa Pellegrino



Abstract: In recent years, there has been notable progress in the advancement of deepfake technology. While it is undeniable that they pose a significant threat to our identity and security due to the potential circulation of counterfeit audios, videos, and images, there are also potential benefits to consider. In this presentation, we will show how deepfake voices can contribute to our understanding of the listeners' ability to identify speakers by their voice. To this goal, we will briefly present the process of generating deepfake voices, which entails the conversion of the voice of a source speaker into that of

another speaker used as a target (henceforth target speaker). Subsequently, we will clarify the hybrid acoustic nature of the newly synthesized voices in relation to the source and target speaker and their relevance for the purpose of understanding the role of timbre and prosody in voice discrimination. We will then present the results of behavioral testing, which involved various combinations of natural and deepfake voices, and discuss the results in relation to the role of prosody on human voice processing and in distinguishing between natural and synthesized voices.

Key words: Deep fake voices, human voice processing

Emerging Challenges in International Politics and Need for a New Social Contract within Liberal Democracies

Professor Dr. Amina Mehmood

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Abstract: The shifting dynamics of international relations in the 21st century have prompted a re-evaluation of traditional political alignments of the post-World War II international order, post-Cold War, and post-9/11 periods at the global level. As global alignments have transformed, liberal democracies like the United States and its allies are confronted with the challenge of adapting their foreign policy strategies to navigate this evolving landscape. However, the major challenge that has emerged is in internal politics, with a strong impact on foreign policy decision-making. Nevertheless, international policies are not isolated from domestic politics, especially in liberal democracies. However, technological advancements, globalization, climate change, widening social disparities, and rising political awareness have prompted strong reactions from the masses, previously least bothered about their governments' international policies. Owing to social media and independent internal channels, the people's response to the humanitarian crisis emerging through strategic power competitions, the Western democracies seem helpless to address the complexities of issues at the domestic level. Public response to international politics and its impact on elections, party politics, the working of governments, relations between parliaments and executives, and the legitimacy of rulers over citizens, all indicate the need for a new social contract in Western democracies. This article examines the challenges of changing alignments in international relations and the impact on the domestic politics of the world's most established democracies. By analysing the interplay between geopolitical shifts, emerging power structures, and evolving security threats, this study explores the complexities policymakers are facing on their domestic front. It concludes that the world needs a new social contract at the global level to make this world a safer place to live. But before that, the Western democratic states need a new social contract to address governor-governed relationships and to ensure legitimacy for their actions on the world stage.

Keywords: Emerging challenges, international politics, new social contract, liberal democracies

Repetition: A Confirmatory Response in Yes-No Questions

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Abstract: Question Types in English and Urdu Questions are used to perform a wide range of actions in social interaction (Raymond, 2003). In question-answer sequences, it is a common practice that a questioner seeks information/confirmation that he/she presupposes that the receiver possesses. Therefore, the information requested in the question is presumed to be in the addressee's domain of authority (Enfield, 2010). There are two types of interrogatives sentences in Urdu: (i) yes-no questions and (ii) group K questions (Dil, 1963; Koul, 2008) or K word questions. Yes-no question can be further divided into two groups i.e. declarative questions or neutral yes-no questions (Koul, 2008:222) and nā tag questions. Repetition in yes-no question-answer sequences is used to give confirmatory responses in Urdu conversation. These confirmatory responses are of two types: confirmatory repeats and info-confirmatory repeats. The confirmatory repeat consists of repetition with simultaneous nodding while info-confirmatory repeats comprise of repetition prefaced by an agreement token hām/jī. The basic difference between these repeats is the epistemic gradient between the speakers which means if the Q-producer has prior knowledge about the raised inquiry, the confirmation is given with a confirmatory repeat. Nonetheless, if the Q-producer has no prior knowledge about the topic of inquiry implying that the confirmatory response adds new information to recipient's knowledge, confirmation is given with an info-confirmatory repeat. Moreover, it is proposed that both types of confirmatory repeat responses consist of that part of the repeatable which affiliates with the stance of the Q-producer conveyed in the prior turn with the added effect of nodding (non-verbal token) in confirmatory repeat and hām/jī (verbal agreement token) in info-confirmatory repeats. Hence, repetition plays an important role in the organization of Urdu conversation; it is a tool to display affiliation with the stance of the other-speaker and exhibit state of knowledge of the speaker about the topic of inquiry. Moreover, Urdu speakers do not usually use interrogative sentence structure for questioning in ordinary conversation rather they use declarative questions and nā tags for seeking confirmation in the conversation. However, it is argued that repetition aims to show affiliation with the stance of the speaker and its absence is observed as disaffiliation of the speaker in the conversation as Raymond (2003) suggests that both speakers 'design their turns to permit alignment in the courses of action of YNIs' (p.963).

Keywords: Yes-no questions, repetition, confirmation, affiliation, nodding

Team-based Learning with Cognitive Anxiety and Academic Achievement among University Students: A Quasi experimental Study

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Abstract: The aim of current study was to investigate the effect of team-based learning and learning by themselves on cognitive test anxiety and its association with academic performance among university students. In this respect, this quasi-experimental study employed the Cognitive Test Anxiety Version-2 questionnaires as its primary instrument. The study sample was consisted of 80 students enrolled in University of Kotli Azad Kashmir, Pakistan. Data collection was collected during the period spanning from December 2022 to October 2023. The students were divided into two groups: one with

40 students participating in team-based learning sessions and the other with 40 students engaged in individual self-directed learning. The results of the study indicated that participants in the team-based learning session outperformed those in the self-directed learning session on the exam test (team-based learning: $M = 27.5$, $SD = 4.03$; self-directed learning: $M = 23.5$, $SD = 2.95$). Moderate anxiety scores were associated with higher exam scores. Notably, 30 team-based learning participants scored moderately on the CTAS-2, achieving a 95% exam score. The results of the study confirmed the formulated hypothesis by establishing a relationship between team-based learning with student performance in the exam test.

Key Word: Academic performance, exam test score, Cognitive anxiety test, self-learning, team-based learning

Raising Ecological Consciousness: The Critical Role of Environmental Humanities

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Abstract: In the past sixty years, environmental protection movements and projects have made significant contributions to increasing worldwide awareness about the environmental degradation and climate change. This has been achieved through the establishment of environmental laws, regulations, and organizations. Nevertheless, humanity has indeed entered the Anthropocene era, confronting catastrophic climate change events such as resource depletion, acid rain, tsunamis, cyclones, biodiversity loss, floods, rising global temperatures, and significant alterations in seasonal patterns. These are just a few examples of the extensive consequences of climate change. Considering the capacity of literature and arts to significantly influence perceptions and emotions, my research contends that promoting awareness of the significance of pro-environmental and sustainable behavior (to mitigate climate change risk) can be enhanced by involving the study of literary humanities. The pedagogical approaches proposed in this research aim to raise awareness among participants about environmental disasters and promote ecological thinking.

Key words: Ecological consciousness, Anthropocene, environmental humanities, environmental awareness.

A Comparative Study of Allama Iqbal Open University, Pakistan and University of Terbuka, Indonesia to Utilize Moocs for Professional Development of University Teachers

Naveed Sultana

Abstract: Open education has emerged as a contemporary approach to learning and teaching in the digital era. Teachers' professional development in open education is a recognized and stimulating research area. MOOCs, being the most emerging trend, are innovative way of professional development of university teachers to prepare them via open education. MOOCs are generally provided free to all participants who seek to share their experiences and knowledge for personalized or collaborative learning. This research study was proposed to bring an innovation in teacher education

by transforming the professional development of university teachers through MOOCs. Followed by the positivist research paradigm, the research study was descriptive in nature by using quantitative and qualitative research methods. The population of the study was all the regular faculty members of AIOU and the University of Terbuka, Indonesia. Survey questionnaires and interviews were administered to analyze the perceptions of faculty members and heads of departments/programs of AIOU and the University of Terbuka, Indonesia. Existing study was conducted for analyzing the awareness about MOOCs, digital competencies, utilization of MOOCs in professional trainings, challenges for using MOOCs, and readiness & attitude towards using MOOCs for training courses. Data were collected personally and analyzed by using mean score, t-test and transcribing the data techniques.

Keywords: AIOU, Islamabad, University of Terbuka, Indonesia, Utilizing MOOCs, professional development

Pragmatic and Syntactic Functions of Code Switching in the Bilingual Settings: An Ethnographic Study of Tertiary Level ESL Classrooms

Dr. Muntazar Mehdi &

Abdul Aziz



Abstract: The current research aims to explore the impact of code switching on the target language learning of the ESL students at the tertiary level. In an ESL classroom, code switching is inevitable since all of the students come from different linguistic backgrounds and they are learning the target language in a common setting. The study is qualitative in nature and is spread over five universities of Peshawar where all those classes of BS (Hons) English have been taken as a sample. Poplack's (1980) model of code switching has been used as a framework to collect and analyze data for the study. The data were collected through classroom observations and a structured observation sheet. Before the collection of data, the participants were informed about the study and proper consent was taken from the respondents, both the teachers and the students. The findings of the study revealed that the classroom participants practiced code switching for syntactic and pragmatic functions which hampered their target language efficiency in those aspects of the target language. The phenomena of code-switching need not be practiced needlessly in academic settings either. The teachers of ESL classrooms need to undertake English as language in the classroom so that it adds to the knowledge as well as the language proficiency of the students. This phenomenon may later on, help students in traversing their ideas in the target language whether written and spoken for their higher studies.

Key words: Syntactic functions, code switching, bilingual settings, ethnographic study

The Role of Philosophy, Linguistics and Language in the Creation of Social Realities

Kausar Ali

Abstract: It is fact that social realities are created on philosophical foundations and lack of knowledge about these philosophical foundations of the social realities will bring serious philosophical, psychological, economic and social consequences. One of the major consequences is this that the intellectuals cannot develop social sciences on the basis of their philosophical understanding. As a result, learning and research process at higher education will become dim and dull. That is because a society cannot be made dynamic and progressive because followers of social sciences cannot be leaders. Philosophy and language can help us to understand the mode of existence, essence and

mechanism of creation of the social realities. It would help our social scientists to understand the mechanism of creation of social realities on their own interest and determination. As a result, it will bring revolutionary changes in social sciences that lead us on the way to collective progress and perfection in the society. In the light of well-known western social scientists, the conventional social sciences are fail put the world on the way to peace, progress and prosperity. Individuals are spending their lives under huge social, economic and psychological pressure. The currant article is an innovative philosophical investigation on essence and existence of social realities and their crucial role to make a society alive and dynamic.it will be easier to facilitate our social life and activate our dynamic social relations with help of with philosophical understanding social realities.

Key words: Philosophy, language, linguistic, social realities, progress, existence, essence

Feminism Re-Examined: Islam and the Graphic Novel

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Abstract: This paper considers two examples of graphic narratives written by women living in predominantly Muslim societies: Marjane Satrapi's *Persepolis*, and Deena Mohammed's *Qahera*. Drawing on these examples, I will continue to engage with two questions: can a woman from a Muslim society become feminist without leaving for the West, or hybridizing their native culture; and how does living in a Muslim homeland (whether secular or theocratic) influence a woman's ability to attain autonomy, and indeed feminist self-consciousness, if she retains any sort of relationship with the Islamic faith? These questions will ultimately allow me to test Hillary Chute's position in regards to the graphic memoir's natural alignment with feminism, and assess whether memoirs written by women automatically endorse feminist ideology by engaging with visibility politics.

Key words: Feminism re-examined, Islam, Gothic novel

Historical and Cultural Perspectives on Textile Design: Evolution of Techniques and Styles

Sadaf Amin

Abstract: This paper explores the historical development of textile design techniques and styles across cultures and periods, highlighting the intricate relationship between textiles and cultural identity. From ancient times to the modern era, textile design has evolved significantly, reflecting various societies' technological advancements, social changes, and aesthetic preferences. Early textile production, seen in ancient Egyptian linens and Mesopotamian wool, relied on natural fibers and rudimentary techniques like hand spinning and weaving. The Middle Ages witnessed the flourishing of textile arts in regions such as China, Persia, and Europe, where innovations like silk production, intricate embroidery, and complex weaving patterns emerged—the Renaissance period brought a revival of classical motifs and a surge in luxury fabrics like brocades and velvets, driven by advancements in dyeing and weaving technologies. The Industrial Revolution marked a turning point with the mechanization of textile production, leading to mass production and the democratization of fashion textiles. In the 20th century, textile design became a medium for artistic expression and social commentary, with movements like Art Deco, Bauhaus, and Pop Art influencing fabric patterns and techniques. Traditional crafts have continued to inspire contemporary designers, who blend ancient techniques with modern technology to create innovative and sustainable textiles. This paper examines these historical transitions, emphasizing the cultural exchanges and technological innovations that have shaped textile design, through multiple phases of research methodology. By understanding the evolution of textile techniques and styles, we gain insights into textiles' cultural significance and enduring artistry throughout history.

Key words: Historical perspective, textile design, evolution of techniques and styles

Nativist and Behaviorist Approaches: An Exploration of Significantly Followed Theory for Teaching in Pakistan

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Abstract: This research aims at the use of Nativist and behaviorist approaches, and it also throws light on the matter that which theory is more followed or used for teaching in Pakistani curriculum. Nativist theory claims that grammar rules are already built in our minds and language is learnt with the help of a language acquisition device (LAD). On the other hand, Behaviorist theory claims that language is learnt through imitation and reinforcement. The current study shows that Nativist theory is more logical than Behaviorist theory but in Pakistan, behaviorist theory is more followed in teaching children at the school level. In order to gain insight into the phenomenon under consideration, the data was collected through structured questionnaire. The questionnaires were distributed among the children of different age groups and they were asked to solve some grammatical questions and elaborate the way they are taught in their classes. The study found that behaviorist theory is followed more in Pakistani schools. On the basis of the findings, it is suggested that the teachers should teach considering the nativist theory for effective outcome of language learning of their students.

Keywords: Nativist Theory, Behaviorist Theory, Language Learning, Pakistani Curriculum

An Analysis of Themes of Struggle and Hardships in Sur Sasui of Shah Abdul Latif Bhittai

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Abstract: Shah Abdul Latif Bhittai (1689-1752) is the leading poet of Sindhi Language and Literature. His poetic work Shah Jo Risalo is considered as a sacred literary work in Sindh with hundreds of people memorizing its verses like they memorize the Holy Quran. There are about 30 parts in his Risalo. Latif's poetry is full of universal themes of love, humanism, mysticism, struggle, motivation and dialogism. The current study focuses on the Sur Sasui of Shah Abdul Latif Bhittai to investigate the themes of Struggle and Hardships faced by Sasui one of the leading female protagonists of Shah Latif. Sasui metaphorically represents the entire humanity. Shah Latif who is a seminal figure in Sindhi Literature in this Sur reflects the universal themes of human sufferings and resilience. Through a close textual analysis of the verses, this study sheds light on the human conditions, sufferings and struggle articulated by him. The study contributes to examine the existential challenges faced by Sasui and the way she copes with these hardships and attains spiritual enlightenment and growth through human struggle. In the Sur, Shah Latif presents the characteristics of self - chastisement, sacrifice, patience, steadfastness and reliance on nature, and highlights Shah Latif's work with new meaning and understanding.

Keywords: Shah Latif, Sur Sasui, struggle, hardships in life, praxis, Sindhi literature

Archaeological Evidences from Sur Sasui of Shah Abdul Latif Bhittai

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Abstract: This research highlights the archaeological evidences mentioned in Sur Sasui of Shah Abdul Latif Bhittai. Through the close reading of Bhittai's poetry and archaeological findings, this research paper sheds light on historical landscape of Sindh. The Archaeological sites mentioned in this Sur, such as Ganjo Takar, Kaich Makran, Thatha, Bhambhor and others have been identified. By exploring the material and historical context of these sites, this research focuses on the cultural, social and religious life of the people of the region during 18th century. The study contributes to proper understanding of Sindh's cultural heritage and the historical importance of Bhittai's poetry. Shah Abdul Latif is a leading poet of Sindh and is regarded as one of the best poets of the world. His poetry highlights the ways of living, socio-cultural and socio-economic conditions of Sindh during 18th century. He also presents the geographical and archeological understanding of the area. This research also contributes to indigenous knowledge and archeological sites of Sindh through the poetry of Shah Latif.

Keywords: Archeology, Literature, Poetry, Sindh, Shah Latif, Sur Sasui

Disentangling the contrivances of Chaos and Order in *Macbeth* by William Shakespeare

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Abstract: Postmodern literature rejects canonical narrative conventions in favor of narrative opacity, discontinuity, and non-linearity. The study of complex systems with sensitive dependency on beginning circumstances and consequently unexpected outcomes is the focus of chaos theory. The purpose of this study project is to delve deep into the intersection of chaos theory and postmodern literature in an effort to understand the complex link between chaos and order in these texts. By investigating this link, it is observed that there is hidden coherence within the chaotic appearance of postmodern literature. It is studied that the postmodern literature is a unique literary style that deviates from the norms of traditional narrative structure. Complex, non-linear storylines, is seemed chaotic, are typical of this genre. These ideas are applied on William Shakespeare's drama *Macbeth* because being a classic dramatist, Shakespeare proves himself as postmodernist. By applying the theoretical framework of

chaos theory proposed by Edward Lorenz, this study is proved as a genuine piece of postmodern work, particularly, tracing the robust endorsement of chaos theory.

Keywords: Chaos, order, complex systems



Curriculum Design & Development

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Abstract: Educational institutions and curriculum play an important role in the development of any nation or young generation. Our social and societal conditions and events have a very rapid effect on the minds in our present era. Therefore, it is important that we organize our curriculum in such a way that we do not shy away from social conditions, but we organize the curriculum keeping the past and the future in front and create some objectives that can lead to the improvement of the society. Curriculum development in women's universities in Pakistan should prioritize inclusivity, empowering young women with skills that align with both global trends and local needs. Effective curriculum development requires a balance between traditional values and modern education, fostering a supportive environment that encourages innovation and leadership among female students. In this article, we will try to see what problems we are facing in the third decade of the 21st century in terms of curriculum. Keeping in mind the phenomenon, we need to set goals to achieve the possibility of improvement in society.

Key Words: Curriculum, development, objectives, empowering, traditional values



A Comparative Analysis of Derivation and Compounding in Pahari and English

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Abstract: Comparative analysis of the world's languages reveals that they have correspondence in various areas-ranging from total similarity to complete difference. Owing to morphological processes, compounding has recently received attention in linguistic typology and studies on linguistic universals (Fakih, 2015). As a common trend in research into morphology of the world languages, contrastive analysis of English and Pahari is worth-investigating. Pahari language possesses distinctive

morphological properties parallel to other languages across South Asia. Its morphology is characterized by processes such as derivation, reduplication, and compounding (Khalique et al., 2022). This study examines compounding and derivation as universal processes emphasizing on English and Pahari. Using the framework of ‘Contrastive Analysis Hypothesis’ (CAH) propounded by Lefer (2011), it concentrates on the similarities and differences of compounds and derivatives of English and Pahari as two processes of word formation. The researcher compared compounds and derivatives taken from both languages with main focus on their semantic and morphological patterns and features. Primary data for this work were the tokens taken from Pahari and English from key informants in the former case and Oxford English Dictionary in the latter. On the whole, 60 tokens were randomly selected from Oxford English Dictionary, 2012 and their Pahari equivalents were sought out from the discussion held with the informants. Qualitative and descriptive approaches were adopted to analyze the data. Major findings reveal that in the phenomena of compounds and derivatives in English and Pahari, there is perfect harmony where the equivalents in both languages have resemblance on the basis of semantic and morphological patterns. Other set of tokens have partial harmony; some compounds and derivatives stand disharmonious on morphological and semantic grounds. The findings of the current study would enhance motivation of researchers in the field of comparative linguistics, English and Pahari morphology and semantics, translation studies and the non-native speakers of these languages to an extent who are interested in learning these languages.

Keywords: Comparative linguistics, compounds, derivatives, Pahari

Thematic and Attitudinal Representational Study of Pakistani Prime Minister Shahbaz Sharif Address at 77th United Nation’s Session: Semantic & Lexical Analysis of Online Newspaper Text

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Abstract: The study aimed at probing into thematic and attitudinal inclination of newspapers lexically by employing Martin & White’s (2005) framework on online hard news representation of Pakistani Prime Minister’s address at 77th United Nations General Assembly session held on 23rd September 2022. Additionally, Critical Discourse Analysis method of Norman Fairclough (1995) was employed to analyze the language in relation to its context semantically. For this purpose, ‘Dawn’ as online alternative newspaper, ‘The News’ as a mainstream online newspaper, and ‘Express Tribune’ as an internationally affiliated online newspaper in Pakistan were selected to analyze the representation, ideology and political alignment. Therefore, the hard news was selected on the issue for objective and impartial representation of newspapers. However, selection of Shahbaz Sharif as a social actor was based on a socio-semiotic analysis of van Leeuwen (2005) in the category of ‘activation’ being the

head of government. The results indicate that ‘Dawn’ used negatively invoked instances with 37% as compared to other newspapers, ‘The News’ used 34% positively inscribed instances, whereas, ‘Express Tribune’ employed 42% negatively inscribed instances which depict their particular political ideology. The results led to highlight the connected past issues which created chaos on the political and economic grounds. For future studies, thematic analysis along with CDA could be employed on different issues like current political situation of Pakistan for analysis of political and economic upheavals.

Keywords: Thematic and attitudinal study, CDA, online newspapers, Shahbaz Sharif’s 77th UN session’s address

Trends Analysis of Teachers Teaching English to Develop Reading Skills at Elementary Level in District Haripur

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Abstract: The growing importance of English demands adequate research-based interventions for students especially at elementary schools and beyond. The objectives of the study were to explore the teaching reading activities. The target population was comprised of teachers teaching English at elementary level of district Haripur. To achieve these objectives, Survey research design was applied. Data was collected through a questionnaire having reliability (0.92). The data was collected from 100 teachers randomly sampled and analysed through percentage and frequency through SPSS. It was found that majority of our students are not in a better position with respect to their reading skills. Besides, the teachers teaching English to develop reading skills of the students have many problems in applying various activities. It is recommended to organize trainings for teachers on regular basis in order to improve the teaching capabilities of the teachers at elementary level in the subject of English.

Keywords: Teaching reading, elementary level, reading skills, teaching capabilities

Educational Insights into Juvenile Crime in Punjab, Pakistan: A Study of Bahawalpur and Faisalabad District Jails

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Abstract: Today, juvenile delinquency is a severe problem in many countries, including Pakistan. This phenomenon speaks about the involvement of children in unlawful activities, which threatens the stability and ethical values of societies. The present research focuses on the issue of juvenile delinquency in Punjab, Pakistan especially Bahawalpur and Faisalabad District Jails. Juvenile crime is on the rise, and it requires further study as well as intervention strategies. The situation has worsened in Pakistan especially in Punjab province which requires a comprehensive research work to identify the root causes, effects, and possible solutions for halting the problem, and supporting the affected people. In addition, to eliminate juvenile crimes, education and awareness programs should be initiated at the matriculation and intermediate level so that the youngsters and their families should also know the consequences of indulging in such acts. This is because the study used both quantitative and

qualitative data where structured questionnaires were used together with interviews and focus group discussions. A total of 221 juvenile convicts from Borstal institutions and juvenile jails in Bahawalpur and Faisalabad were interviewed. Individual and social factors that were tested in the quantitative research included family factors, community factors, education, and media on juveniles while the quantitative analysis gave a richer understanding of personal and social factors that affect juvenile behavior. This paper concludes that broken homes, lack of parental supervision, poverty, peer pressure and exposure to criminal environment are some of the key predictors of juvenile delinquency. The results of this study may be used in the sphere of policy-making for creating effective interventions and programs that can effectively deal with the issues of juvenile crime and its prevention, as well as offer proper actions for preventing recidivism. Thus, this study aims to contribute to the creation of a safer future for generations to come, by providing insights into the problem faced by young offenders and exploring the success of rehabilitation programs.

Keywords: Juvenile Delinquency, rehabilitation, education and awareness, socio-economic factors

Asymmetry in Gender Marking of Pashto Nouns: A Feminist Linguistic Perspective

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Abstract: Feminist Linguistics is interested in identifying, demystifying, and resisting the ways in which language is used to reflect, create and sustain gender division and inequalities in society. The asymmetry between the two genders in different linguistic categories is a central concern in the study of language and gender and extends too many domains. It is argued that women are always defined by their gender, while males are counted as generic human beings with no gender, putting women inferior to males in language use (Cameron, 1998). The culture of the native speakers of Pashto is termed as patriarchal (Jamal, 2014); patriarchy exists in their folklore, history, proverbs, discourse and other modes of expressions (Sanauddinm, 2015). Taking this rationale, the present study tends to investigate asymmetry in gender assignment of nouns in Pashto by utilizing the Bobaljik & Zocca (2011) ellipsis test for gender asymmetries. Certain triples of nouns in Pashto in semantic fields such as kinship terms, animal names, nobility titles, and professions among others, were analyzed. Primary data were generated from a focused group discussion held with key informants purposively selected by considering their relevant attributes. Findings establish the asymmetry in Pashto that is found in other languages with grammatical gender. In Pashto, the feminine forms are morphologically marked relative to the corresponding masculine forms, in the sense that the former carries inflectional marker (suffix) which the latter lacks. It was found that the feminine form is semantically marked for indicating gender but the masculine form appears unmarked without gender specification. Moreover, the plural masculine form can be used to refer to groups that contain both male and female genders; whereas the feminine form can exclusively be used for female. With the exception of kinship terms, mostly masculine nouns lacked feminine equivalents in Pashto. Some other nouns have symmetry mainly in occupational titles as exceptions, yet, that can be arguably assigned to their morphological structure

than speakers' preference for maintaining symmetry. The study concludes that asymmetry exists due to grammatical gender system in Pashto like other languages of this sort. Lastly, the study offers new insights into linguistic sexism and asymmetry in Pashto and its wider implications for its speakers, learners, scholars and researchers interested in language and gender, and markedness in grammar and morphology.

Keywords: Asymmetry, feminist linguistics, gender marking, Pashto

Academic Integrity and Learning Outcomes in Universities of Punjab, Pakistan: A Sociological Analysis

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Abstract: Academic integrity is essential for the positive learning outcomes of university students and has become a major concern for educational institutions worldwide. This study investigates the relationship between academic integrity and students' learning outcomes at the university level. Data was collected from 160 students at Government College University, Faisalabad, one of the top-ranked universities in Faisalabad, Pakistan by using a multistage sampling technique and interviewed with a well-structured questionnaire. The data were analyzed using descriptive statistics and inferential statistical techniques with the help of the Statistical Package for Social Sciences (SPSS). The research findings bring attention to the prevalence and perception of academic integrity among students, examining the ethical standards they follow and the factors influencing their decisions. The research also explores the impact of academic integrity on educational achievements, considering indicators such as grades, learning outcomes, and students' self-perceived academic growth. Key challenges identified within the university context include cheating tendencies, a lack of conceptual and practical knowledge, a lack of positive use of technology in education, and influence of university environment on academic integrity. Interestingly, role of education and technology is highlighted by the respondents and they perceive the use of technology in education in different and positive domain for getting basic information regarding the concepts. These insights underscore the need for targeted interventions such as awareness campaigns, educational initiatives, and policy reforms to foster a culture of integrity and excellence in learning through technology. In the context of education and technology, the study emphasizes the role of digital tools and platforms in promoting or undermining academic integrity. The research suggests that technology can be leveraged to enhance academic honesty through plagiarism detection software, online proctoring, and digital literacy programs. This study contributes to a broader understanding of academic integrity and learning outcomes in Punjab's university landscape, providing valuable insights for policymakers, educators, and administrators. The findings support the formulation of evidence-based strategies to promote academic integrity and improve learning outcomes. By addressing identified challenges and implementing targeted initiatives, universities can create an ecosystem that nurtures intellectual growth, personal development, and academic excellence.

Keywords: Academic integrity, learning outcomes, educational achievements

Evaluation of ChatGPT as an Ideal Poet through T.S. Eliot's Theory of Poetic Creativity

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Abstract: Artificial Intelligence, more specifically Chat Generative pre-trained Transformer (ChatGPT), has proved to be a groundbreaking introduction to the academic landscape with its creative genius and ability to (re) produce unique literary pieces out of existing data presented as a language model of its training. This research paper evaluates ChatGPT, an AI language model, through T.S.

Eliot's theory of poetic creativity and the concept of an ideal poet as outlined in his essay 'Tradition and the Individual Talent'. Following AI's impact on the literary landscape, the study focuses on the gap in comparative analyses between AI ChatGPT poetry and traditional human poets in light of Eliot's concept of impersonal and historically connected vision through Qualitative Comparative Analysis (QCA) as a research method. The research concludes that the ChatGPT AI writing bot qualifies as an ideal poet because of its innate impersonality and capacity to blend historical knowledge with user-driven emotions through the prompt to produce poetry that follows the tradition of the past and utilizes human creativity in terms of input prompt. ChatGPT presents a unique juxtaposition of AI and literature, urging further exploration in this evolving landscape because a critical perspective on Chat GPT's ability to create poetry and exceed human poets in this regard will help understand its impact and future role in literary creativity.

Keywords: ChatGPT, ideal poet, artificial intelligence, poetic creativity



Analysis of Slangs in Pahari Language

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Abstract: Slang is the most commonly used aspect of spoken discourse. It is integrated in human language to this extent that its importance cannot be overlooked while analyzing the discourse especially of young generation. This study investigates the slangs those are commonly used in 'Pahari Language'. It also categorizes the slangs into different types like body shamming slangs, conversational slangs, slangs related to complexion, etc. This research is based on mixed method research. The sampling technique used for this study is purposive sampling technique. Observational and survey tools were used to collect data from villages Mallot, Chatter no 2, Bagloor and Chaknari. Data is analyzed on the basis of context, meaning and usage of different slangs among members of different age group. The findings indicated that different kinds of slangs are used by Pahari speakers of the selected region and some slang words are totally inappropriate as they represent the imperfections of people but still used by speakers of Pahari language. This was also found that slangs are incessantly developing and representing a distinct aspect of local culture and creating social bonds. This research will help to understand the unique linguistic nuances and cultural implications and will provide framework to analyze further aspects of Pahari language like unique expressions, idioms, colloquialism etc. and will help to understand communication patterns as well.

Keywords: Slangs, integrated, body shamming, colloquialism, context

An Analysis of Difficulties and Complexities in Translating English Idioms into Urdu Language



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Abstract: Translation is the method of converting structures and aspects of a source language into another language culturally, semantically and pragmatically. The present study aims to explore and analyze the challenges encountered in the process of translating English idioms into Urdu language, and to identify the translation strategies used in Urdu translation of English idioms. The form of this research is qualitative descriptive and data has been collected from textbooks and various internet resources. The findings revealed that greater number of idiomatic expressions may not have direct equivalent in Urdu, requiring creative adaptation to convey the intended meaning effectively. Researching the challenges related to cultural difference would help to gain better understanding of how idioms reflect cultural values, attitude and experiences.

Key words: Cultural idioms and expression, difficulties in translation, English, Urdu, translation strategies

Effect of Smartphone Addiction on the Life Satisfaction and Interpersonal Relationships of Prospective Teachers

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Abstract: The purpose of this study was to investigate the impact of smartphone addiction among prospective teachers at the university level. The study was quantitative. The population of the research comprised all prospective teachers of public sector universities in Lahore. The study's sample was consisted of 400 prospective teachers from Lahore's public universities. Kwon et al.'s (2013) Smartphone Addiction Scale was used by the researcher, as well as Diener et al.'s Life Satisfaction Scale (1995). Descriptive and inferential statistics were applied to examine the information. The study's findings revealed that cell phone addiction essentially affects prospective teachers' life satisfaction and interpersonal relationships. It was clear from the findings that there was a huge distinction among male and female perspective teachers' discernments concerning smartphone addiction, interpersonal relationships, and life satisfaction whereas prospective teachers' perceptions of smartphone addiction, interpersonal relationships, and life satisfaction were found to be unaffected by their qualifications. The current study's data were analyzed with an independent sample t-test and one-way ANOVA to determine how prospective teachers' perceptions differed based on the demographic variables they selected based on gender and qualification. It is recommended to develop and implement educational

programs within teacher training institutions to raise awareness about the potential consequences of smartphone addiction on life satisfaction. It may also be recommended to incorporate digital literacy and mindfulness training into the curriculum for prospective teachers. It is also recommended that to distract students' attention, they may be encouraged to start productive activities such as lectures, sports, and workshops. The excessive use of smartphone addiction impacted mood disorders as well. In this regard, their interaction, changes in mood, conflicts, and so on are all caused by smartphones; so, it may be beneficial to raise awareness concerning the negative and positive effects of smartphone utilization and to engage the students in some group activities.

Keywords: Smartphone, prospective, interpersonal relationship, addiction, satisfaction

Investigating the Impact of Relationship Between Security and Sustainable Development in Tourism Sector: A Study of Murree Incidents with Perspectives from the Community of Multan

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Abstract: This paper aims at exploring the relationship between sustainable development and security in tourism for the development of sustainable and secure tourism destinations. This research focuses on the relationship between tourism and security by an analysis of the tourism system of Murree, with reference to Multan. Murree is a famous tourist spot and is also referred to as the 'Queen of Hills' and this territory faces severe security problems with regard to the protection of tourists; this can be seen through events such as the January 2022 snowstorm, harassment by the local people, traffic issues, and fraud by hotels. This research uses qualitative research method and simple random sampling technique, and data was collected with the help of unstructured questionnaire with a 3-point Likert scale on 20 respondents and 4 big travel agencies interested in tourism in Multan. Thus, this study seeks to contribute to the practical concept of sustainable and secure tourism through presenting recommendations for policymakers and tourism managers to build a sustainable and prosperous tourism sector in Murree and similar destinations. From the experience of Multan, it is possible to identify ways of dealing with problems that may occur in the field of tourism, and emphasize the need for a constructive dialogue between all stakeholders for creation of a safe and sustainable environment of tourism.

Keywords: Sustainable tourism, security and safety, cultural heritage preservation, eco-friendly practices

Critical Analysis of the Digital Novel 'The Inanimate Alice' by Kate Pullinger and Chris Joseph using Post-Modernism and New Media Theory

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Abstract: The Inanimate Alice is a digital novel that has gained critical acclaim for its innovative use of new media and its postmodern narrative structure. Written by Kate Pullinger and Chris Joseph, the novel tells the story of Alice, a young girl who grows up in a digital world, navigating the complexities of virtual reality and the internet. In this research paper, we critically analyzed the novel by using postmodernism and new media theory. The researcher examines how the novel challenges traditional modes of storytelling and how it employs new media technologies to create a unique and immersive reading experience. Using postmodern theory, the

researcher explores how does the novel disrupt traditional narrative structures, blurs the boundaries between reality and fiction, and challenges the notion of a unified self. The researcher argues that the novel's fragmented narrative and non-linear structure reflects the postmodern condition of the contemporary world, where reality is increasingly constructed through digital media. Drawing on new media theory, we analyzed how *The Inanimate Alice* utilizes digital technologies such as hyperlinks, video, and sound to create a multimodal reading experience. We argue that the novel represents a new form of literature that embraces the affordances of digital media and challenges the traditional print-based modes of storytelling. We also examine the themes of the novel, including relationship between technology and identity, the impact of digital media on human relationships, and the role of the artist in the digital world. We argue that *The Inanimate Alice* offers a nuanced and complex exploration of these themes, challenging simplistic and reductive views of the relationship between technology and society.

Key words: Digital novel, Kate Pullinger and Chris Joseph, *The Inanimate Alice*, media theory

Acquisition of Subject and Object-Verb Agreement by Urdu & Punjabi Monolinguals

Dr. Tahira Khanum

The aim of this study is to explore the acquisition of subject and object-verb agreement in monolingual children acquiring Urdu and Punjabi languages. For this cross-sectional study, qualitative data within the Constructivist framework was used. In this regard, 06 children acquiring Urdu language and 06 children acquiring Punjabi language aged between 2.5-3.0 were randomly selected and interviewed. The results indicated that Urdu monolinguals acquired subject and object- verb agreement simultaneously like Swahili children till 3 years. While Punjabi subject-verb agreement is acquired by Punjabi monolinguals but in object-verb agreement like Basque children, they showed in process constructions, shorter sentences with the use of elliptic structures. The delay might be due to young age of Punjabi children.

Key word: Monolinguals, constructivists, Urdu, Punjabi, agreement

Exploring Generic Features in Writ Petitions: A Critical Genre Analysis

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Abstract: This study examined the genre of writ petitions from a textual perspective by using the Critical Genre Analysis framework by Vijay Kumar Bhatia (2017). The data consisted of 30 writ petitions was collected from different lawyers from High Court Muzaffarabad and Supreme Court Azad Jammu and Kashmir through purposive sampling technique. The study used a mixed-method approach as it examined the structure of writ petitions as well as the usage of recurrent linguistic features. It also highlighted the functions of interdiscursivity and intertextuality in writ petitions. The study analyzed the structure of writ petitions, identifying six obligatory moves and their related sub-moves. These moves include Introduction with optional sub-move of Writ Petition Number, Jurisdiction, Statement of Facts, Grounds for Filing a Writ Petition, Conclusion, and Supporting Documents. While Introduction, Jurisdiction, Statement of Facts, and Conclusion had obligatory sub-moves, Grounds for Filing a Writ Petition and Supporting Documents did not require further sub-moves. Exploring the pattern in which the writ petition was written, the analysis explored what linguistic features were specific and recurrent in this genre. Notably, the use of legal terminology, Latin terms borrowed vocabulary, passive voice, compound-complex sentences and discourse markers was prevalent. Modal verbs like 'shall', 'may', and the conjunction 'that' recurred frequently. In addition, three forms of intertextuality such as referential, functional and generic intertextualities were found. There was the account of fusing different texts, or styles that were referred to as interdiscursivity. Intertextuality and interdiscursivity created cohesion and established the contexts. The outcomes of the study will be helpful for the members outside of the discourse community to understand the conventions of the genre of writ petitions.

Keywords: Writ Petitions, critical genre analysis, textual perspective, linguistic features

Enchanted Sea, Tainted Bodies: Bodies as Dark Borders and Manufactured Identities in ‘*No Friends But The Mountains*’

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Abstract: Island incarceration is one of the unique notions in refugee studies. In this regard, island studies have immense momentum to capture the canvas of the myriad experiences of refugees. This paper examines the autobiographical account of lives of the refugees’ experience from Christmas to Manus Island that destroyed their individuality and identity. This is argued that the refugees crossed different borders getting mental repercussions at every level where they were not given breathing space to merge with the natural landscape with tranquility. To engage the theoretical discussion of bodily borders and gothic hauntings at different levels, the novel, ‘*No Friends but The Mountains*’ has been selected which is the blend of poetic prose and gruesome realities to unfold the critical contours reshaped in the form of gothic hauntings on the refugees in terms of treatment inflicted upon them. Taking inspiration from the disclaimer section of the novel: ‘Their identities are entirely manufactured. They are composite characters: a collage drawn from various events, multiple anecdotes, and they are often inspired by the logic of allegory, not reportage’, this study contends that organic boundaries of nature landscape have been dismantled resulting in haunted borders where the individuality of the refugees have been reduced to numbers because of the gothic treatment done by the authorities. The present debate asks for the refashioning of critical apparatus in the island incarceration where spaces of survival in the spacious organic landscape have been dehumanized for the refugee prisoners and they are ostracized from their identity.

Key words: Bodily borders, hauntings, borders capes, No Friends but the Mountains

acing Arboreal Agency in Elif Shafak's *The Island of Missing Trees*: A De-anthropocentric Perspective

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Abstract: This paper explores the concept of ‘Arboreal Agency’ in Elif Shafak’s novel, *The Island of Missing Trees* (2021) from a de-anthropocentric perspective. Shafak portrays a fig tree in the plot of the novel as conscious thinking and desiring entity assuming agency in its own right. By invoking Graham Harman’s Object-oriented Ontology as theoretical support with special emphasis on the concept of doumining, this study asserts all non-human objects especially trees have inherent existence and agency separate from human perception. This study urges reader to re-evaluate human interaction with nature by investigating the status of the tree not just as a living character but as a narrator as well. By challenging the anthropocentric perception, this study is an endeavor to examine a fig tree not only narrating the stories of human characters but also exposing the facts related to human encroachments on other beings. Shafak demonstrates how the narrative given by the fig tree affects the lives of other characters and reveals the ecosystem’s interdependence. By challenging human exceptionalism, this study promotes a more inclusive approach towards non-human characters on the earth. By adopting de-anthropocentric worldview, this literary analysis acknowledges interrelated agency of all beings, human and non-human alike.

Key Words: Elif Shafak, arboreal agency, de-anthropocentrism, object-oriented ontology

Cognitive Benefits Versus Cultural Costs: The Influence of English Language Learning on Urdu Language Skills and Cultural Knowledge of Pakistani Students

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Abstract: This study aims to explore the impact of English language learning on Urdu language skills and cultural knowledge among Pakistani students. As English becomes increasingly vital for global communication and economic advancement, its dominance in educational institutions raises concerns about the potential decline in native language proficiency and cultural identity. The study has focused on the cognitive benefits of English learning whether the advantages come at the cost of reduced proficiency in Urdu and diminished cultural engagement or there are some other factors behind it. The study involved a comparative analysis of bilingual (English-Urdu) and monolingual (Urdu) students from schools in Azad Kashmir. Qualitative insights were gathered through interviews with students, and teachers. The study found the connection between cognitive benefits of learning English and the preservation of native language and culture. On the basis of the conclusion drawn from the study, it is recommended to adopt educational policies that encourage balanced bilingualism, ensuring that students can benefit from learning English while maintaining strong Urdu skills connected to their cultural roots. This work would contribute to the ongoing debate concerning language training and cultural preservation in multilingual societies.

Keywords: Bilingualism, cognitive abilities, cultural identity, Urdu language skills

Transforming Lives: Influence of Revised HEC BS English Curriculum on Life Skills Development

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Abstract: This research examines the integration of life skills objectives within the revised Higher Education Commission (HEC) curriculum for BS English in Pakistan, focusing on both compulsory and elective subjects. The study is consisted of following objectives: first is to identify the specific life skills intended to be developed through the revised HEC BS English curriculum, and second is to assess the extent to which the revised curriculum incorporates life skills, including future-oriented learning, self-management, living with others, creating a happy life, and living with nature sustainably, to equip students for survival in the 21st century. Employing a qualitative content analysis approach, the research analyzes the objectives outlined in the curriculum framework using the ‘Skills for Basic Education’ framework for categorization of levels for life skills learning. The findings reveal that the revised curriculum emphasizes firstly, the ability to increase the efficiency in and of learning, secondly the ability to use prior knowledge to generate new idea, and thirdly the curriculum designers are focused to design the objectives for enhancing the ability to create new ideas with great gap in focus on ability to enhance learning. However, the analysis indicates a limited focus on, self-esteem, self-regulation, teamwork, being resilient, managing health, preserve environment, citizenship, living with others, creating a happy life and living with nature sustainably which suggests need for further integration of these skills to better prepare students for the demands of the 21st century. This research contributes significantly for understanding the curriculum's strengths and weaknesses in fostering life skills development, ultimately informing efforts to enhance the curriculum's effectiveness in preparing students for the challenges and opportunities of the contemporary world. The findings provide valuable insights for curriculum developers, educators, and policymakers seeking to ensure that higher education equips students with the necessary skills for success in a rapidly changing global landscape.

Keywords: HEC revised curriculum, BS English, objectives, life skills

Romantic Aesthetics in Wordsworth’s *I Wandered Lonely as a Cloud*

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Abstract: The study endeavors to explore some specific perspectives on the poetry by giving close reading to the poem 'I Wandered Lonely as a Cloud' as well as looking at the poem historical backdrop. Each theoretical method enables us to notice aspects of the poem that might otherwise be overlooked. The first interpretive lens, and the one that has been focused on this poem, is to examine the poem in relation to Immanuel Kant and Edmund Burke's aesthetic views. Wordsworth, a key figure in romantic literature, expresses romantic aesthetics through a deep connection with nature, emphasizing emotions, imagination, and individual experience. His poetry often celebrates the sublime in nature, exploring the beauty and spiritual elements of the natural world. Wordsworth believes in the transformative power of nature to evoke profound emotions and inspire a sense of awe, reflecting the romantic emphasis on the subjective and emotional aspects of human experience. The study found that the poem is rich in instances of romantic aesthetics carrying deeply rooted instincts of imagination, nature and individual experience.

Keywords: William Wordsworth, romantic aesthetics, I Wandered Lonely as a Child

Primary Level Curriculum Development and Need of Civic Education in Pakistan

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Abstract: In the back drop of pre and post-independence period of Pakistan, plurality is reflected by Pakistani society in all spheres of social life but unfortunately it lacks many elements that include peace, tolerance, respect and co-existence. This leads to the conclusion that social institutions like school and families failed to inculcate these qualities in citizens. The content of civic education is comprised of three pillars: knowledge, that relates to what information citizens need to know, skills that encourage citizens to think critically and to play a cogent role in the state. Finally, civic disposition, it instills moral responsibility, maintains discipline in the lives of citizens and creates respect for human dignity and civility. For this purpose, the researcher has selected primary level curriculum to explore the level to which the topics or themes have been included in the books. Moreover, 20 teachers were selected randomly and were interviewed to collect the data. The data was analyzed in descriptive manner. The study concluded that primary level is the initial training of a child and in his early training, the child learns nothing of civic education because citizenship education has never been given the status of independent subject in the education system of Pakistan. IT was also found that in compulsory subjects like Islamic Studies and Social Studies, there was modification of small chunks of civic education added to the syllabus. The marginalized role of civic education at primary level in published text books merely inclines citizens to be loyal to state. In this scenario, it is the dire need of time to adjust civic subject in national curriculum as a compulsory subject at primary level. Preparing students for citizenship is a significant object that is impossible to neglect any way. Thus, in this scenario the addition of civic subject at the primary level should be the important concern.

Key words: Civic education, primary level, curriculum development, Pakistan

Exploring the Role of Piggy through Discourses from the novel, 'Lord of the Flies'

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Abstract: The novel, ‘Lord of the Flies’ by William Golding highlights the tensions between the children marooned during war in an isolated island without the presence of parents or elders. They had to lead their lives on the basis of their own limited social exposure in the circumstances where there was fear prevailing around them. On the other hand, with the passage of time, tensions arose among them due to excessive self-oriented personality of Jack on and after the issue of leadership which brought atrocities for the deserted inhabitants. Piggy, a sensible character attempted to play his role to reduce the tensions with a particularly adopted a balanced approach. On certain occasions, he expressed his opinion to resolve the issues. The researcher selected his discourse purposefully and analyzed by using hermeneutic interpretative methodology under postmodern research paradigm. The study concludes the democratic approach of Piggy in the discourses he produced during the moments of serious crisis emerged between the other children playing leadership roles.

Key words: Lord of the Flies, Piggy, democratic and mediatory role

Development of School-age Core Vocabulary for Children with Down Syndrome

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Abstract: The need for core vocabularies is paramount and development of such a tool is necessity for functional communication. Augmentative alternative communication is heavily dependent on such tools and the need for a particular list stemmed from an existing gap in literature for Urdu core vocabulary. These core words have been developed particularly for children with Down syndrome to be used across a variety of settings with a range of communication partners. Significance of this study is to identify a set of Urdu core vocabulary words for school going children with Down syndrome. The researcher employed a descriptive study method and a sample of 20 children (5-12 years) with Down syndrome from 5 Special Need Schools and rehabilitation centers of Rawalpindi and Islamabad, through audio and video recordings. These children used Urdu as their primary means of communication. The factors addressed were: a) commonality at minimum 50% b) frequency of grammatical elements, c) and frequency of words. The study results showed a total of 83 nouns, 24 verbs, 3 pronouns, 22 adjectives, 4 prepositions, 5 adverbs, and 2 conjunctions. The total word sample was consisted of 709 words. A highly frequent list of words led to the selection of 24 core vocabulary words. The present study has been successfully able to generate a set of core vocabulary words in Urdu for school aged children with Down syndrome.

Key words: Core vocabulary, augmentative alternative communication, Down syndrome

Psycholinguistic Adaptation and Identity Formation among Refugees: Psychological Implications of Language Learning

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Abstract: This study investigates how refugees adapt to new languages and how this process affects their identity from a psycholinguistic perspective. By examining the psychological aspects of language acquisition among refugee populations in Bagh, this study aims to offer a thorough grasp of the obstacles and transformations experienced by refugees in their host countries. Employing a mixed methods approach, quantitative surveys (questionnaires) and qualitative interviews were used to gather data from a sample of fifteen refugees. Guided by the theoretical frameworks of Motivation and Identity in Second Language Acquisition (SLA) and Krashen's Input Hypothesis, the analysis explores how motivational factors and language input influence identity development and psychological well-being. This research study contributes to the literature by shedding light on the complex dynamics of language adaptation and identity formation among refugees. The findings suggest implications for policy-makers, educators, and humanitarian organizations seeking to enhance support mechanisms for refugees in similar linguistic and cultural contexts

Key words: Psychological adaptation, identity formation, refugees, implications of language learning

Impact of Technology on Students Learning Experiences

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Abstract: This study investigates the impact of technology on students' learning experiences, exploring how it enhances their access to learning resources and acquisition of new skills. To achieve this goal, we conducted interviews with students from two institutions: Bagh Grammar School, which has advanced technology infrastructure, and WUB University, where technology infrastructure is limited. Our results show that students value technology for providing unprecedented access to learning resources, enabling them to learn new languages and courses. However, students from WUB University face significant challenges in leveraging technology due to inadequate infrastructure. Our findings highlight the importance of equal access to technology in education, emphasizing the need for investments in technology infrastructure to bridge the digital divide and ensure inclusive learning. The study's results underscore the significance of addressing the technological disparities in educational institutions to provide students with equal opportunities for growth and development.

Key words: Impact of technology, students' learning experiences, Women University of AJ&K Bagh, BGS

Analysis of Flouting Maxim in the Selected Text of ‘A Passage to India’

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Abstract: The purpose of current study is to investigate and analyze the kinds of flouting maxim used by the main figures in the selected text in the novel, ‘A Passage to India’ by E.M Forester. Descriptive qualitative approaches have been used to analyze the data which was in the form of types of flouting maxim in the selected novel. The data was collected by going through the entire text and selecting and identifying the maxim flouting for the required purpose. The data was analyzed using the theory of Paul Grice (1975). The results of the study show two findings. First, there are four maxims that were being violated by the characters; maxim of quantity, quality, relevance and manner. Secondly, the maxim of quantity is flouted 7 times, maxim of quality is flouted 5 times, maxim of manner is flouted 8 times and the maxim of relevance is flouted 2 times. The most frequently repeated maxim is the maxim of manner. The other related studies can be conducted selecting other English novels by using Paul Grice theory of Cooperative Principles.

Keywords: Pragmatics, maxim flouting, A Passage to India, cooperative principle

Sentiment Analysis of Faiz Ahmed Faiz's Poetry Through Natural Language Processing

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Abstract: This study performs sentiment analysis on Faiz Ahmed Faiz's poetry using an AI chat interface. Leveraging state-of-the-art natural language processing models, specifically OpenAI's GPT (Generative Pre-trained Transformer), the research aimed to uncover the emotional subtleties within Faiz's verses. By employing AI chat equipped with advanced natural language processing and capabilities, the study demonstrates how technology enhances the analysis and appreciation of literary texts, particularly in revealing sentiment and mood in poetry. The dataset comprises the full-length texts of fifteen poems selected from the book entitled ‘Faiz: Fifty Poems’ by Mahmood Jamal. Through the AI chat interface, the researcher put the selected poetic verses for sentiment analysis. The texts were preprocessed to standardize, including tokenization, lowercasing, and removal of punctuation and stop words. Sentiment analysis is conducted using the AI chat interface to categorize sentiments as positive, negative, or neutral. Aggregate sentiment scores are computed to identify overarching emotional trends and patterns, and the results are interpreted to reveal recurring sentiments and tonal variations in Faiz's poetry. The results of the study showed significant patterns of emotional expression

and thematic consistency across the selected poems, providing deeper insights into Faiz's emotional landscape. Future research considers expanding the dataset to include a broader selection of Faiz's work and explore the application of similar techniques to other literary texts to further advance the integration of AI in literary analysis contributing to both literary scholarship and computational linguistics.

Keywords: AI chat interface, chat GPT, Faiz poetry, computational linguistics, aggregate sentiment

Women professors' career trajectories: Biographical Tales of Family Influence on their Educational and Career Choices and Outcomes

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Abstract: This research examines how academic women's class/background-linked social and cultural capitals shape their academic and career achievements and equip them to overcome hurdles. Biographical semi-structured interviews (n=30) were conducted with female professors to explore their perceptions and experiences regarding the role of family structural and relational aspects in their higher education and career attainments. The qualitative analysis reveals that progressive family patriarchal figures (e.g., fathers, brothers, and husbands) and family beliefs regarding girls' education and careers are central sources of familial involvement, encouragement and support, enabling women academics to participate in public realms of education and professional careers to succeed. Additionally, women's narratives reveal a core contribution of family background characteristics to the ways their families supported or (rarely) constrained them on their academic, and career pathways. Especially, women interviewed frequently linked various aspects of familial involvement (e.g., educating, inspiring, encouraging, advising and helping) to their family structural traits (parental level of education, and family residential location). The findings on family socioeconomic status (measured by father's occupation and education) show that affluent family background has appeared to influence women's career journeys powerfully as socioeconomically advantaged family background caused progressive family beliefs and supportive parental attitudes regarding women's education and career participation. Conversely, in cases of deprived educational and occupational family history, parents' top priority for their children's academic success and different kinds of support did not only enable these women to gain access to higher education attainment and enter into a secure profession but also gave them an opportunity for generational mobility compared to parents' economic struggles and unfulfilled educational ambitions and career gains.

Key words: Career trajectories, women professors, biographical tales, family's influence, career choices

Cultural Diversity and Informal Work: Examining the Challenges Faced by Young Live-in Domestic Workers in Multicultural Pakistani Households

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Abstract: In Pakistan, there is widespread practice of employing young live-in domestic workers by middle and upper-class households, despite its illegality. These young workers from low-income families may move to other provinces with distinct languages and cultural customs in search of work. Their socio-economic status and cultural differences may lead to power imbalance with their employers that may lead to challenges for these young vulnerable workers. This research examines the lived experiences and complex challenges encountered by these young workers in multicultural households, highlighting the nexus of child labor, socio-economic inequalities, and cultural diversity. The study utilized a qualitative research methodology and is based on data from in-depth interviews conducted with 17 young domestic workers in Lahore who lived and worked for employers from different ethnic backgrounds. This study offers a detailed understanding of the day-to-day experiences of these workers including their difficulties and strategies they employed to address them. The findings demonstrate that the presence of cultural diversity within households might have both positive and negative effects on the vulnerabilities experienced by young domestic workers. The presence of diverse cultural origins and linguistic variances adds complexity to individuals' experiences, impacting how perceptions are created, how they are treated, and their ability to access support. This research explores the intersectionality of cultural norms, socio-economic factors, and work status that influence their encounters in work space. Furthermore, it emphasizes the difficulties of incorporating these matters into more comprehensive conversations on workplace diversity and inclusion. This paper highlights the need for focused legislative initiatives and awareness efforts to meet the specific needs of young domestic workers, emphasizing their unique experiences. It supports extensive changes that safeguard the rights of these vulnerable workers and include their experiences into wider discussion on workplace inclusivity. This study highlights the immediate necessity for legislative and societal reforms to safeguard the welfare and respect of children and young people who are live-in domestic workers in Pakistan's culturally varied environment.

Key words: Cultural diversity and informal work, domestic workers in multicultural Pakistani households



Dynamics and Factors Influencing Return Migration in Pakistan

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Abstract: This study aims to elucidate the challenges encountered by returning refugees in Pakistan. This article highlights and examines the process of reintegrating migrants into society and the various problems they encounter. This investigation uses a mixed-methods approach to examine the economic,

political, and environmental variables that drive migrants to return to their home country. The examination underscores the role of economic instability, social connections, and governmental measures in shaping the choice to return. Additionally, the research scrutinizes the reintegration journeys of return migrants, underscoring the impediments to effective reintegration, such as limited employment prospects and societal discrimination, alongside the possibility of harnessing their skills and insights gained abroad. This scrutiny yields crucial insights for policymakers as they craft targeted strategies to facilitate smoother reintegration and maximize the prospective advantages of return migration for national progress.

Keywords: Migration, return migrants, reintegration, challenges, opportunities

Applying Eugene Nida's Model of Translation to Faiz Ahmed Faiz's Poem Translated by Victor G. Kiernan

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Abstract: The current study evaluates the fidelity of Victor G. Kiernan's English translation of Faiz Ahmad Faiz Urdu poetry applying Eugene Nida's model of Translation to assess dynamic equivalence. Through comparative analysis, the study explores linguistic, stylistic, and cultural aspects revealing discrepancies in rhyme schemes, similes, metaphors, and abstract words between the original and translated results and suggests that while Kiernan's translation captures some elements of Faiz's poetry that often lacks the aesthetic beauty, depth, and cultural nuances of the original works. Extra-textual analysis highlights a disconnection in original poetic vision, and indicates loss of coherence and depth of English translation. Finally, the study underscores challenges of translating literature across linguistic and cultural boundaries emphasizing the importance of linguistic and cultural proficiency in preserving the essence of poetry in translation.

Key words: Eugene Nida's model, Faiz Ahmed Faiz, translation, Victor G. Keiman

Deconstructing Misinterpretations: Exploring Islam and Eurocentrism in Nadeem Aslam's *The Wasted Vigil*

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Abstract: This qualitative study explores the depiction and interpretation of Islam in Nadeem Aslam's work *The Wasted Vigil* by, focusing on the notions of Said (1978) and Amin (1989) whose significant insights into the ideas of Othering, Orientalism, and Eurocentrism inform the analysis of the narrative. As a part of textual analysis, the paper uses thematic analysis as general method of research to explore the mechanisms in which Aslam's narrative construction is used to distort the historical events, Islamic philosophy, and practices. The analysis shows that Aslam's portrayal of Islam operates from a Eurocentric perspective, exoticizing the Islamic faith and perpetuating stereotypes that undermine its genuine nature. Additionally, the study emphasizes how Aslam's portrayal of Islam and his narrative decisions depart from authentic Islamic texts, including the Quran and Hadith, sustaining a narrative that portrays Islam as fundamentally superstitious and archaic religion. The results show that these distortions contribute to a cultural gulf that hinders a positive communication and comprehension between Western culture and Islamic dogma by reinforcing Eurocentric stereotypes.

Key words: Misinterpretation, eurocentric biases, representation of Islam, stereotypes, eurocentrism

Exploring the Impact of Catfords' Translation Theory of Shifts on Quotations Written by Sheikh Saadi Sherazi

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Abstract: The purpose of this research is to find out different kinds of category shift introduced by Catford in the emerging field of Translation Studies. This study is conducted to explain the existence of types of category shifts in the translation of quotations written by Sheikh Saadi Sherazi from English (source language) into Urdu (target language). The observation method has been used for the purpose of collection of data. The note taking technique is applied in order to recognize, classify and explore data. The qualitative method which is descriptive in nature has been used for the analysis of data. The theory pertaining to translation proposed by Catford (1965) is applied to explore various kinds of category shift which has been found in this research and to investigate their occurrence. The results depict that all types of category shift introduced by Catford such as structure shift, class shift, intra-system shift and unit shift are found in the translation of quotations written by Sheikh Saadi Sherazi from source language to the target language. It has been figured out that structure shift occurs in the highest frequency in given data. The occurrence of category shift is caused by various characteristics of Urdu and English language.

Keywords: Translation shifts, category shift, structure shift, class shift, unit shift, intra-system shift

The Future of Nuclear Competition in South Asia: An analysis

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Abstract: This paper explores how nuclear competition has changed in South Asia, concentrating on the complex relationship between India and Pakistan. The goal of the study is to gain a thorough understanding of the various factors that have influence both nations particularly modernization and argumentation of their nuclear arsenals, significant effects of this rivalry on their bilateral relations, and look into the underlying causes of the region’s growing nuclear competition. This analysis, which uses a logical approach and a qualitative research methodology, pulls information from a wide range of primary and secondary sources, such as academic articles, government reports, and historical documents. The results imply that India and Pakistan’s decisions to enhance their nuclear capabilities have been significantly affected by the nuclear competition, which frequently exacerbates tensions and makes peace efforts more difficult. The paper examined how their diplomatic dealings have been significantly affected by this nuclear race, frequently escalating already-existing tensions and making efforts to bring about a durable peace more difficult. The study concluded that perceived threats of both the countries to each other, as well as technology breakthroughs, are the main factors driving the rise in nuclear rivalry in the region. It also emphasizes how economic and domestic political variable influence nuclear policy. This paper adds to a better knowledge of South Asian security dynamics by offering a thorough analysis of these problems. It provides important insights into possible strategies for reducing nuclear dangers in the area while highlighting the significance of communication, steps to foster confidence, and global cooperation.

Key words: Future of nuclear competition, South Asia

Language of Sustainability: Analyzing Ecotopia through Ecolinguistics

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Abstract: Ernest Callenbach's seminal novel *Ecotopia* (1975) has profoundly shaped environmental discourse by envisioning a society where ecological principles dictate societal norms. *Ecotopia* has been widely recognized and analyzed within environmental literature, there has been limited exploration of its linguistic strategies. This study investigates how *Ecotopia* influences perceptions of sustainability through its linguistic and narrative strategies, using ecolinguistics frameworks. Methodologically, this research is qualitative in nature. The research commences with a comprehensive literature review, analyzing existing scholarly literature on *Ecotopia* and its impact on environmental thought. Subsequently, the study conducts a meticulous textual analysis of metaphors, eco-specific lexicon, and narrative structures in *Ecotopia*, highlighting how these elements contribute to the novel's ecological vision and critique of industrial society. These analyses unveil how *Ecotopia* constructs narratives of ecological sustainability while critiquing unsustainable societal practices. Key findings demonstrate *Ecotopia*'s use of metaphors such as ‘green cathedral’ and specialized terms like ‘eco-warriors’ to portray harmonious ecological relationships. Moreover, narrative techniques, notably first-person journals, flashbacks, and critical fictional journalistic reports, serve to critique industrialized

societies and propose viable ecological alternatives. This study underscores Ecotopia's pivotal role in shaping environmental discourse, emphasizing its capacity to prompt reflection on human relationship with nature and inspire proactive environmental stewardship. By integrating insights from linguistics, literature, and environmental studies, this research contributes to understanding how literary texts can influence public perceptions and discourse on sustainability. Hence, it underscores the interdisciplinary potential of ecolinguistics in analyzing and advocating for sustainable futures, advocating for further exploration of literature's transformative role in addressing global environmental challenges.

Keywords: Ecotopia, ecolinguistics, environmental discourse, sustainability, ecological narrative

Impact of E-Learning Platforms on Academic Performance of University Students in Punjab

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Abstract: Technology is everywhere: online, virtual, machine, or whatever name it poses. The COVID-19 pandemic significantly accelerated the global shift towards online education, leading to widespread adoption of educational technologies. This study investigates the impact of these technologies on student outcomes in selected universities in Punjab, Pakistan, focusing on post-pandemic adoption in developing regions. The researcher focused on students' viewpoints since they are the potential source of information selected as the target sample, and because the emphasis was on students' comprehension of the role of global educational technology in determining the educational outcome. The disproportionate stratified sampling technique was used to collect data through a survey form. Moreover, the data were interpreted in light of McLuhan's (1964) theories of media. Although the theory focuses on the extension of man due to technology, the current study limited itself to borrowed relevant concepts from the theory. The finding of the study shows positive outcomes. The technology used for academic purpose yields productive results. These technologies improve education, and students learn new and up-to-date knowledge due to the intervention of technology. Nevertheless, there are a few adverse outcomes as well. Excessive use of technology is sometimes a hurdle as students spend more time on social media than their studies.

Key words: E-learning platforms, academic performance, university students, Punjab

Addressing Tech Neck: Ergonomic Education and Physiotherapist's Insights from Multan Hospitals

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Abstract: Tech neck, referred to as text neck, has become one of the most common complaints of the generation with forward head posture as a result of prolonged use of digital devices. Although tech neck has affected people of all ages, the rising use of smartphones, tablets, and computers has made

more people developing this condition. This research aims at establishing the rate of occurrence, causes, signs and measures of preventing tech neck in five selected hospitals of Multan. In the 25 cases studied and analyzed by the physiotherapists, children are the most affected population due to improper use of digital devices without an ergonomic setup at an early age. Students and young people display a high frequency connected with high device usage and low posture recognition; adults experience chronic issues mainly due to long-hours use of computers at workplaces. Some of the signs include neck pain, rigidity, headache, and upper back pain; that are severely debilitating. This study underlines the importance of ergonomic training, adequate breaks, and proper posture in reducing the effects of tech neck. The findings of this research point toward the need for continued cooperation between healthcare professionals, educators, and the community in the shared quest to encourage the adoption of proper ergonomics and preventive health measures in context of digital environment.

Keywords: Tech neck syndrome, digital device usage, ergonomics, posture, education

Representation of Women on Screen: Exploring the Roles in Pakistani Dramas

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Abstract: This article examines the role of Pakistani TV dramas in the representation of women's empowerment. Focusing on the insight into the stereotypical projection of women's role in Pakistani drama has been challenged in contemporary times, the paper aims to explore the inner strengths of women highlighted through character and dialogue analysis of female protagonists in the selected sample of the study. This fact cannot be denied that drama psychologically affects the audience in one or another way. Pakistani entertainment channels e.g. ARY Digital, HUM TV and GEO Entertainment are the major channels that telecast various influencing dramas, showing women empowerment representation which have a deep impact on the audience. Therefore, to examine the strong representation of women through these channels, a sample size of three top-rated dramas including Zindagi Gulzar Ha, Kahani and Sinf-e-Ahaan one from each channel were selected to investigate the objectives of the study. By using FPDA as a theoretical framework, this study was analyzed. As the result of the analysis, it was found that these plays represent the evolving dynamics of women's role, agency and challenges depicted in cultural and social narratives. This study would increase awareness among people and affect their thinking and way of perception about gender roles.

Key words: Pakistani dramas, women representation, ARY Digital, HUM TV, GEO entertainment

Student Satisfaction and Educational Choices in Hospitality and Tourism in Multan, South Punjab

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Abstract: This research seeks to explore the reasons as to why students from Multan, South Punjab Pakistan are interested in hospitality and tourism programs and their preferred study to the countries abroad as well as new course areas like sustainability for business. The research involves a sample of 60 students, 30 from COTHM and 30 from ITHM. Out of these, thirty were contacted telephonically after the completion of their courses and after immigration, the other thirty are still pursuing these programs. Motivational and reasoned action theories were used as the theoretical foundation for explaining their educational decisions. The results reveal that the primary motives are attraction, job prospects, rank, versatility, and ability. The courses offered at COTHM and ITHM present students with numerous chances of international migration regardless of their priority specialization. Most students change fields to take these courses because of the market oversaturation in other fields in Pakistan. Despite, offering their services towards economic and social uplift of South Punjab namely Multan, these students face difficulties to excel. Moreover, incorporation of United Nations sustainable development goals in the sector impact on their educational choices. Through the findings of the study, it will be possible for the government and the hospitality providers to assist in promoting educational training through new topics such as sustainability. This will help providers in Multan to modernize and update curriculum, and address existing requirements in industries. This research provides recommendations for worker training so that more workers do not have to seek for training from overseas training vendors and highlights the incorporation of sustainability themes in curriculum development.

Keywords: Education in Pakistan, hospitality, student satisfaction, tourism, sustainable development

Analysis of Elementary School Teachers' Performance and Its Effect on School Development in Mirpur Division of Azad Jammu and Kashmir

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Abstract: This study aims to analyze the elementary school teachers' performance and its effect on school development in Mirpur Division of Azad Jammu and Kashmir. The population of the study was comprised 7636 ESTs from Mirpur Division of Azad Jammu and Kashmir, which were divided into male and female district wise strata. The proportionate stratified random sampling technique was used to select the respondents. The sample included 400 male and female ESTs. Five-Point Likert Scale, divided into dependent and independent variables with five sub-dimensions each, was validated by four education experts. Pilot test with 30 participants confirmed its reliability via Cronbach's Alpha. Data were collected through personal visits and prepaid postal service, yielding 322 completed questionnaires. The study found that male ESTs had better teaching strategies, while female ESTs showed more positive attitudes and cooperation. The performance of ESTs positively affected the school development. It was recommended that indicators used in this study for school development can be applied for introducing a school development plan. Conduct of an annual assessment of school development under the supervision of DEOs, using these indicators, should be a compulsory part of

school's annual development plan. To enhance knowledge on teaching strategies and pedagogical skill development, classroom management and assessment practices, regular training sessions for ESTs by the Directorate of Research and Development of Curriculum (DRDC) should also be introduced/encouraged.

Keywords: Elementary school teachers, performance, school development

Achievement of Students Learning Outcomes in Biology Using Demonstration Method



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Abstract: This research was carried out to compare achievement of secondary school students teaching through lecture method and demonstration method. At Government Girls High School Bagh, Azad Jammu and Kashmir, Pakistan. In this regard, an experimental study was conducted focusing on 26 tenth-grade students taught through demonstration method and traditional lecture method. The students were randomly divided into experimental and control groups based on their pre-test results. A true experimental design was followed using pre-tests and post-evaluation with achievement tests aligned with Bloom's taxonomy, with the aim of measuring declarative and analytical knowledge. The group that has been experimented received the instruction via demonstration method, whereas, the control group was taught with conventional method. Analysing the data, significant difference was deduced through experiments from experimental group taking the high mean value by a wide margin (knowledge, comprehension and application), with sizes of effect from moderate to high (Cohen's d from 0.85 to 1.17). In particular, the experiential group performed better than the control group regardless of the subject but outstanding results were shown in Biology topics. These findings clearly exemplify the efficacy of demonstration method among the students which in turn motivate them to understand Biology effectively at high school level. The output of the study exalted the application of active learning strategies including the demonstration method in learning disciplines to increase student engagement and improve learning outcomes.

Keywords: Demonstrator Method, lecture method, biology, secondary school students, academic performance



Causes of Teachers' Discouraging Attitude with Students in Teaching Learning Process at Secondary Level

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Abstract: This study aims to find out the causes of teachers' discouraging attitude with students in teaching learning process at secondary level. The population of the study comprised one thousand and fifty students (1050) enrolled in class 9th and 10th and one hundred and five (105) secondary school teachers of Tehsil Kotli. Simple random sampling technique was used to select the respondents. The sample included two hundred and eighty (280) students and seventy-five (75) SSTs. Five-Point Likert Scale comprising eight items was validated by three educational experts. Pilot test with participants (10 SSTs & 25 Students) confirmed its reliability via Cronbach's Alpha. Data were collected through personal visits by the researchers on questionnaires from 280 students and 75 SSTs. It was found that

lack of professional training, teachers' personal issues, and political interference in teachers' transfer, and appointment of teachers at long distance schools are the causes of teachers' discouraging attitude with students in teaching learning process. On the basis of findings, it was recommended that secondary level teachers may treat politely with students, may go through process of professional training, politicians may avoid to interfere in teachers' recruitments and administrators/policy makers may organize in-service training sessions on students' psychology.

Keywords: Teachers, discouraging attitudes, teaching learning process



Erasure's Impact on Human Perceptions of Natural and Artificial Juices

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Abstract: Eco linguistics examines the interaction between language and environment. Eco linguistics acknowledges that language is situated within society and the meaning is embodied in individuals who possess it with respect to their existence (Lakoff and Johnson, 1999). In Eco linguistics, erasure refers to the loss of deep understandings about nature encoded in languages through time. Erasure is a key frame in the production of consumer goods including juices, and it too has a major role to play in how we see ourselves as humans. Even though the importance of natural juices, in terms of health benefits as well as cultural values is slowly fading away and getting masked under fancy names and thousand different artificial alternatives; consumer behaviour has evolved over time. These marketing practices have projected the comfort and accessibility of juices while keeping behind an entire natural tradition that goes 'organic'. The researcher emphasizes valuable role played by traditional ecological knowledge in influencing perceptions of natural products. This study employed qualitative methods to conduct in-depth interviews of consumers. The interviews focused on investigation of personal experiences, attitudes toward these products and the influence of different art forms that shape perceptions and reactions. The findings of this study reflect people's perceptions based on ecological knowledge with their aesthetic and taste preferences for natural juices or artificial ones. The research finds that the erasure of traditional knowledge about natural juices has left consumers with a stronger preference to artificial. This is simply an example which indicates that public really needs to be sensitized with regard to natural juices. By understanding consumer's perceptions and the influences on their options, this would be possible in developing strategies for more efficient promotion of natural juices as well as promoting a healthier and wiser consumption.

Keywords: Erasure, natural juices, artificial juices, consumer perception, traditional knowledge



Effect Of Teachers' Time Management Practices on Classroom Environment and Students' Academic achievements at Secondary School Level

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Abstract: Teachers' time management practices (TMP) are vital for fostering a productive and efficient learning environment. Effective teachers prioritize their tasks, allocating time wisely between lesson planning, student assessment, and professional development, ensured a balanced approach to enhance student learning. The research was descriptive in nature and survey method was utilized to gather data. 1937 SSTs of Mirpur Division were the population of the study and 484 SSTs from Government schools were selected through Simple Random Sampling Technique. The researcher adapted and modified standardized questionnaire with five-point Likert-scale as an instrument. The data was analyzed by using SPSS version 25. Mean and Standard Deviation was used to explore the Teachers' Time Management Practices regarding Classroom Environment (CE) and Students' Academic Achievements. Linear Regression Analysis was used to elicit the effect of Teachers' Time Management Practices on Classroom Environment and Students' Academic Achievements. The research outcomes indicate that the implementation of efficient time management techniques exerts a notable influence on both the classroom environment and the academic achievements of students. This study suggests that further investigation into time management would not only contribute to knowledge enhancement but also offer valuable assistance for future research in this domain. Key findings from the research reveal a significant relationship between teachers' adeptness in time management and the creation of a conducive classroom environment. Teachers who exhibit strong time management skills are observed to foster an atmosphere that encourages student engagement, participation, and attentiveness. Furthermore, these practices positively correlate with improved academic achievements among students. Specific practices such as paper work managing practices, priority developing practices and the incorporation of diverse teaching methodologies emerged as influential factors. Additionally, the study identifies the role of teachers' time management in enhancing students' motivation, reducing disruptions, and optimizing learning opportunities within the classroom setting.

Keywords: Time management practices, classroom environment, academic achievements, secondary school teachers

Satisfaction of Secondary School Teachers in Relation to their Efficacy and Organizational Climate

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Abstract: The teachers always have a positive influence on society but their performance may be associated with their Job Satisfaction. The objectives of the study were; (i) to find out the perceptions

of secondary school teachers regarding job satisfaction, (ii) to examine the indicators of Efficacy of the secondary school teachers, (iii) to find out the indicators of organizational climate of the secondary school, (iv) to determine the correlation between Job satisfaction and teachers' efficacy and (v) to determine the correlation between Job satisfaction and organizational climate of secondary school teachers. The population of the study was 1937 SSTs of Mirpur Division. Simple Random sampling technique was used to select 387 secondary school teachers as sample of the study. Researchers adapted and modified standardized questionnaire with Five-point Likert scale as an instrument. Descriptive statistics were used to explore the perceptions of teachers regarding job satisfaction and indicators of teachers' efficacy, whereas inferential statistics (Pearson correlation) was used to determine the relationship of Job Satisfaction with Teachers' efficacy and organizational climate. It is concluded that the secondary school teachers were highly satisfied with steady employment, performance, and usage of abilities. A positive relationship of Job satisfaction with teachers' efficacy and organizational climate was found. It is recommended that the teachers may be given respect, clear role and fair payments to make them efficient. The findings of the current study were of significant interest to curriculum developers, administrators of education department, teachers and students.

Keywords: Job Satisfaction, teachers' efficacy, secondary school teachers, organizational climate



Identification and Analysis of Proverbs in Pahari Language

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Abstract: The purpose of this research is to investigate proverbs in Pahari language, their role in language and the condition under which they are used. This research includes a population of females aged between forty to fifty. Then purposive sampling technique was used to select five samples from the population. The tool used for collection of data was observation and interpretation method. Total fourteen were selected as sample of the study. The researcher found that Proverbs have affective functions in language. They are used to make the utterances clearer and more meaningful. Proverbs are used under different conditions. That's why it is suggested that they should be used in the conversation with students to improve their understanding.

Key words: Identification and analysis of proverbs, Pahari language

An Investigation into Effectiveness of Vocabulary Learning Strategies Employed by Graduate EFL Students

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Abstract: The present study is an attempt to investigate the effectiveness of vocabulary learning strategies (VLS) and their frequency of use employed by EFL Pashto L1 learners at graduate level. The study focused on the effectiveness of VLS as well as its frequency of use and the impact of these VLS on students' success level. Population of the study was EFL Pashto L1 students at BS level. The sample size of the study was 60 students from fourth and sixth semester of English Literature and Linguistics department, selected through convenience sampling technique. The data were collected from the participants in two phases. In first phase, the questionnaire was used to elicit data from participants preferred VLS and their frequency. Secondly, vocabulary ability test was used to measure participants' success in vocabulary acquisition. Findings revealed that the most effective strategy used among the participants was VLS. The least frequently used strategy was social strategy. As for as the effectiveness of VLS is concerned, the most successful strategy was found to be metacognitive strategy. It is suggested that VLS strategy may equally be beneficial for teachers in their effort of teaching new vocabulary items to students.

Keywords: Effectiveness and frequency of VLS, EFL Pashto L1 learners, impact of VLS

Muslim World After 9/11

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Abstract: This paper focuses on the employment of offensive realist tactics in the post-9/11 contacts between major countries and the Muslim world. Investigating the issue, 'Why have major powers adopted offensive realist tactics in their dealings with the sum of Muslim states after 9/11?' is its goal. The study looks at how changes in world politics have affected countries with a majority of Muslims by using a qualitative research methodology and secondary data. Using theoretical framework of offensive realism, this study examines the motivations behind major powers' actions and policies towards these nations. The results show that in order to increase their influence in the region, major powers have been using more offensive realism strategies, such as military interventions.

Key words: Muslim world, post- 9/11 scenario

Effect of Emotional Literacy on Academic Success of Secondary Level Students

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Abstract: Developing emotional literacy can play a crucial role in enhancing educational outcomes. The current study was conducted on the 'Effect of Emotional Literacy on Academic Achievement of Secondary Level Students'. The objectives of the study were 'to explore the perceptions of students

about emotional literacy, to evaluate the academic achievements of students, and to find out the effect of emotional literacy on academic achievement of students. The study was descriptive in nature and employed a survey method that was used for data collection. All 59404 10th-grade students enrolled in government schools in Mirpur Division were the population of the study. Simple random sampling technique was used to select sample of the study. Sample of the study was 500 (male and female) students. The researcher used a standardized questionnaire with a five-point Likert scale to get perception of students about emotional literacy, while academic achievement data of the students were collected from the BISE Mirpur results spanning from 2020 to 2022 (a three-year period). The data were analyzed by using Statistical Packages for Social Sciences (SPSS) version 22. Descriptive statistics were used to explore the perception of students regarding emotional literacy and academic achievement, whereas regression analysis was used to find the effect of emotional literacy on academic achievement of students. It was concluded that emotional literacy improves the quality of education and students become highly motivated. Emotional literacy of the students is kept in mind during the teaching and learning process. The emotional literacy may be utilized in solving the issues of challenging behavior of students in school.

Keywords: Emotional Literacy, Secondary Level Students Academic Achievement

Investigation of Teachers Knowledge, Disposition and Performance at Elementary Level in District Bagh AJK

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Abstract: The aim of the present study was analysis of teacher's knowledge, disposition and performance at elementary level in district Bagh AJK. The objectives of the study were to identify the teacher knowledge, disposition and performance at elementary Level, to find out the relationship between teacher knowledge, disposition and performance at elementary level, and to find out the level of teacher knowledge, disposition and performance at elementary level in district Bagh AJK. A survey method was used to collect data through questionnaires. Data were collected through elementary school teachers of district Bagh AJK. There were 158 elementary schools and 619 teachers in the selected district Bagh. Male and female teachers both were considered for this study. The researcher took 62 schools and 300 teachers as sample by using percentage formula. The data for the study were collected with the help of questionnaires. The questionnaire was designed only for the teacher. Validity and reliability of the questionnaire was examined and evaluated by the help of supervisor, and educational experts. The researcher visited educational institutions in order to collect data through questionnaires for study purpose. Data were collected, coded, tabulated, interpreted, analyzed, explained and evaluated statistically in order to achieve the final required results of the study. Chi square test, disruptive statistics test and Co-relation test were used for analysis. The findings of the study showed that there is a strong relationship between teacher knowledge, disposition and performance at elementary level while the level of teachers' knowledge remained high among disposition and performance. It was concluded that teachers' knowledge, subject matter, disposition and performance play an important role for effective teaching. It is recommended that there should be proper training through workshops for elementary teachers to get desired results.

Keywords, Knowledge, disposition, performance, elementary level

The Effects of Patriarchal Norms on Women's Health in Azad Kashmir

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Abstract: The patriarchy is an old idea which is the result of unequal use of power that has strengthened the gender imbalance or inequality. All aspects of life including household and workplace exerted greater effect on patriarchy. This research study aims to explore all the serious impacts of patriarchal norms on women health in Azad Kashmir. These norms are deeply rooted in the religious practices and traditional cultures. These norms and values strongly influenced the gender role, family system, societal behavior and expectation, which have exerted devastating effects on women's mental health. The purpose of this study was to analyze the mental health problems which have worsened gender-based violence, domestic violence, restricted access to education, and forced marriages. By using secondary data, this paper examined the relation between physical and mental health with patriarchy. It also discussed the existing policies and strategies of government and non-governmental organizations, and analyzed their working efficiency and implementation of laws. The paper makes the recommendations on policy reforms, creating more safe society for women, highlights the importance of community-based solutions and more involvement of locals to foster the change.

Key words: Patriarchal norms, women health, Azad Kashmir

Analyzing the Influence of Caffeine Consumption on the Academic Performance and Mood of Students in Islamabad's Universities

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Abstract: Caffeine is adherent to central nervous system commonly used by university students and other professionals for the purpose of increasing attention, mood enhancement, and cognitive performance. This research investigates the dynamics between caffeine intake and mood and performance especially students from three different universities' canteens in Islamabad by adopting cross-sectional survey method, 120 respondents selected through convenient sampling technique where they were asked about their intake level of caffeine per day. The research targets the respondent's level of understanding towards positive and negative effects of caffeine intake and points out that caffeine improves cognitive performance and mood, especially in academic contexts. However, it also looks at excessive use and negative effects of caffeine which are anxiety, jitteriness, insomnia, and dependency as a result of consuming excessive caffeine. The study shows that moderate use of caffeine enhances mood as well as academic performance, but increased dependence on caffeine affects sleep and deteriorates cognitive ability. Different aspects of culture and society play a role in students' caffeine intake behaviors, and the university environment tends to accept and encourage caffeine consumption. Thus, the study underlines such an important aspect as the necessity of raising student attention to possible adverse effects of high caffeine intake. It underscores the need for educational approaches to encourage proper caffeine

consumption and provides actionable ideas for improving such patterns. These interventions seek to promote students' health, psychological, and academic outcomes, thereby advancing knowledge to the study of substance use and human behavior in social sciences.

Keywords: Caffeine consumption, mood enhancement, academic performance, student awareness, health risk

Effect of Feedback by the Teachers on Academic Achievement of Secondary School Students

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Abstract: The main purpose of this study was to find out the 'Effect of Motivation by the Teacher on academic achievement of secondary school students.' The objectives of the study were to explore the perception of secondary school teachers regarding motivation, and to evaluate the academic achievement of the students of secondary school level, to find out the effect of motivation on academic achievement of the students. The study was descriptive in nature. It was delimited to Mirpur Division, and all (1002 male and 933 female) secondary school teachers of Mirpur Division were population of the study. Stratified disproportionate random sampling technique was used to select the sample of 348 (201 Male and 147 female) secondary school teachers. Five-point Likert scale was used to design the questionnaire to collect the data. The instrument was validated by three experts of the Department of Education, University of Kotli AJ&K, and was modified as per valuable suggestions of experts. Pilot testing was done by distributing questionnaire among 30 SSTs who were not the part of final sample. The reliability of the instrument was checked by using Cronbach' Alpha statistical technique. Data was collected through personal visits, and prepaid postal services. Data were analyzed by using Statistical Packages for Social Sciences (SPSS) version 25. Descriptive statistics were used to explore the perception of SSTs regarding motivation, whereas inferential statistics (regression analysis) were used to find out the effect of motivation on the academic achievement of the students. It was found that there was a significant effect of motivation on academic achievement of the students. It was recommended that teachers may motivate the students by granting prizes and rewards, and may provide immediate, detailed and proper motivation to nourish their knowledge, skills and behaviors.

Keywords: Motivation, academic achievement, Mirpur division

Political Polarization and its Impact on Democracy of Pakistan

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Abstract: This research investigates the escalating political polarization in Pakistan from 2018 to 2023, with a focus on its effects on democratic stability. By applying the theoretical frameworks of

Social Identity Theory and the concept of tribal politics, this study delves into how partisan divisions, driven by ideological and identity-based differences, have exacerbated political polarization in Pakistan leading to intensified conflicts and challenges to democratic stability. This study is guided by the following research questions: 1-What impact has political polarization had on the resilience and functioning of democratic institutions and processes in Pakistan? 2-To what degree has social media perpetuated the intensified partisan divisions and deterioration of democratic values and principles? 3-How have political leaders and parties influenced the exacerbation of political polarization, and what strategies have they employed to either fuel or bridge the partisan divide? This study employs a mixed-method approach, integrating both qualitative and quantitative data, to examine the effects of political polarization on democratic stability in Pakistan. The research reveals that political polarization has led to: a) The erosion of parliamentary norms and the breakdown of inter-party cooperation. b) The politicization of state institutions, compromising their impartiality and effectiveness. c) The amplification of social and ethnic tensions, posing a threat to social cohesion and national unity. These findings suggest that political polarization has had a debilitating impact on Pakistan's democratic stability, undermining the country's institutional resilience and social fabric.

Key words: Political polarization, democracy of Pakistan

Drawbacks of Neoliberalism in the Novels of Aravind Adiga and Mohsin Hamid

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Abstract: Neoliberalism, a theory of political economy also referred to as modern capitalism, amplifies the wealth of the affluent but adversely impacts the poor. The impoverished are increasingly marginalized due to neoliberal policies. This research investigates Adiga's *'The White Tiger'* and Hamid's *'How to Get Filthy Rich in Rising Asia'* through the lens of neoliberal perspective as deceitful technique in private works and lack of social neglect or social service deficiency. These are considered one of the key aspects of neoliberalism, and are strongly highlighted by left-wing thinkers. The study utilizes qualitative textual analysis and applies neoliberal criticism as its theoretical framework. Noam Chomsky and Krishna are the main theorists who have highlighted many drawbacks of neoliberal techniques. The study is significant in its nature as by examining neoliberal techniques, there must be understanding of contemporary economic practices and their role in shaping global and local economies. The study suggests that both characters in the selected novels struggle with employment, especially in economic system prevailed in Asian countries. They are living in deplorable situation. When they engage in work, they resort to fraudulent practices to earn money and the neoliberal economic system supports them to engage crimes as they are getting more money to become rich. To enrich themselves, they leverage their connections and violate rules to make money. The study highlights that neoliberal techniques disproportionately impact the impoverished, providing more advantages to the rich, thereby leading to increased inequality. Neoliberal policies favor the wealthy while harming the poor.

Keywords: Neoliberalism, social deficiency, inequality

Exploring Prospects and Challenges of Building up Rapport of Government Schools in Bagh Azad Jammu and Kashmir

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Abstract: The present study aimed at exploring prospects and challenges of building up rapport of government schools in Bagh Azad Kashmir. In order to achieve the objectives of the study, a descriptive research design was used. There are three constituencies in district Bagh: SHARQI, GARBI and WASTI. Population of this study was consisted of 413 primary schools in all three constituencies of District Bagh AJ&K. The researcher selected 208 schools around 50% of the total population as sample. Stratified sampling technique was used to select respondents. Two questionnaires were developed, one on five-point Likert scale for head teachers of the schools while an open-ended questionnaire was designed for district education officers and assistant education officers. The questionnaires were distributed among head teachers of primary schools in three constituencies of district Bagh and 11 copies of open-ended questionnaires were distributed to district education officers and assistant education officers. Only 200 copies of questionnaires from head teachers and 8 out of 11 copies from district education officers and assistant education officers were collected back. Frequency table was used to explore prospects and challenges of building up rapport of government school in Bagh Azad Kashmir. Findings revealed various insights into the state of government schools, including positive perceptions about enrollment, infrastructure, and teacher quality. On the other hand, as a result of the study, certain challenges were found such as staff shortage, technology integration, community involvement, lack of parental involvement, barriers to improvement, and suggestions for enhancement which need to be addressed by the concerned authorities.

Key words: Prospects and challenges, rapport of government schools, Bagh AJK

Exploring the Challenges in Dropout Rate of Elementary Level Students at Bagh Azad Jammu and Kashmir

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Abstract: The aim of the study was to get teacher and student input on the variables influencing high elementary dropout rates. Data was collected from 111 teachers and 228 elementary school students at Bagh Azad Jammu and Kashmir. Two questionnaires were created, one for the teachers and other for the students to collect data. The questionnaire had forty-one items. The descriptive research method was applied to the collection of data using both quantitative and qualitative approaches. The socio-economic factors, physical elements, geographical factors, teacher-related factors, family-related factors, child-related factors, and school facility-related factors comprised all the potential components. The purpose of the study was to investigate and prioritize the dropout-related factors. According to the study, joining an extremist group, getting punished physically, and having trouble with English are the biggest causes of dropout rates, whereas hazardous roads leading from home to school are the least. Dropout is also caused by a number of contributing factors, including poverty, social circumstances, parental participation, weather, and physical resources. It is imperative for the policymakers to take action to solve these problems by making investments to improve the learning environment for students. Ensuring that all students can easily understand the medium of instruction, hiring skilled instructors, offering training on new curricula, maintaining school buildings, and creating a comfortable learning environment. By putting these suggestions into practice, the serious endeavor

can be made to raise primary school pupils' retention rates and enhance their entire educational experience.

Key words: Challenges, dropout ratio, elementary level students, District Bagh

Developing Communication Skills of the Students of Women University Bagh Through AI-Based Smart Vocabulary

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Abstract: This study investigates the identification and development of communication skills of the students at Women University Bagh AJK through AI-based smart vocabulary. The quantitative approach was used for this study. The researcher used questionnaire and pre-test and post-test as research tools for data collection. The population was consisted of English language teachers and English language learners of graduate level in AJK. The researcher selected 04 English language teachers and 50 English language learners from 8th semester of BS English, Women University of AJ&K Bagh by using random sampling technique. The sample was divided into two equal groups. Control group was treated with traditional vocabulary whereas experiments groups was taught through AI-based smart vocabulary. Pre-test and post-test strategies were used to collect the data. The data was analyzed by using SPSS. Results showed significant improvements in communication skills, vocabulary acquisition, and confidence in communication among the experimental group. This research contributes to the development of innovative pedagogical approaches highlighting the potential of AI-based smart vocabulary tools in enhancing communication skills among university students.

Keywords: Women University Bagh, communication skills, AI-based smart vocabulary

AI Tools as Academic Aids: A Research Study on the Students of Bahauddin Zakariya University, Multan

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Abstract: Artificial Intelligence (AI) solutions have impacted learning endeavors worldwide, and BZU Multan, Pakistan is not immune to this effect. This study looks into the use of AI tools as academic support instruments among university students in this area. The study employed a quantitative research method through administering questionnaires to a sample of 120 students in order to assess their usage determination of the benefits, challenges, and impact of AI tools on the performance. The study design aimed to answer research questions about the impact of AI tools on students' academic experiences. It further shows that there is high usage of AI tools with Chat-GPT being ranked as the most used tool. Some of the perceived advantages of AI as stated by the students include clarification of concepts, improvement of performance, and optimization of work. The study also confirmed that despite hurdles such as technical complications and distractions, there exists a positive correlation between AI tool use and performance. These are significant discoveries that advocate for the application of AI technologies in enhancing learning achievements with a view of developing appropriate integration strategies at Bahauddin Zakariya University.

Key words: AI tools, academic aids, Bahauddin Zakariya University, Multan, educational technology

Optimality-Theoretic Analysis of Syllabification in Pakistani English

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Abstract: This research presents an Optimality Theory (OT) framework to analyze syllabification patterns in Pakistani English (PE), a variety influenced by both British English norms and indigenous linguistic features. Syllabification, the division of speech into syllables, plays a crucial role in phonological processes and linguistic rhythm. The study aims to explore how OT principles can elucidate the syllabification rules observed in PE, considering factors such as linguistic constraints, phonotactics, and language contact phenomena. The research methodology involves Optimality based analysis of phonological data drawn from contemporary spoken PE. By applying OT constraints, including markedness and faithfulness, the thesis identifies and evaluates competing syllabification patterns within PE. Additionally, the study investigates the impact of regional dialectal variations and socio-cultural influences on syllable structure. Key findings highlight the dominance of English syllable structure norms alongside adaptations specific to Pakistani linguistic context. Results indicate a tendency towards syllabification patterns that accommodate the phonotactic constraints of both English and Urdu, reflecting the bilingual nature of many PE speakers. Moreover, the study discusses implications for language teaching, computational linguistics, and broader theoretical implications for OT in analyzing world Englishes. By integrating empirical data with theoretical insights from Optimality Theory, this research contributes to a deeper understanding of syllabification processes in Pakistani English, offering a nuanced framework for future phonological studies and language policy considerations in multicultural linguistic setting.

Key words: Optimality-theoretic analysis, syllabification, Pakistani English

Elementary and Secondary Education in Bagh AJK; Emerging Issues, Challenges and their Possible Solutions

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Abstract: Education plays a pivotal role in shaping the future of a nation. AJK has the highest literacy rate as compared to other provinces of Pakistan but still highly educated populace of the state doesn't reflect in the overall development of the state. Keeping in view the phenomenon, data was collected from the teachers visiting the office of district education officer (female) and was documented on data sheets. The collected data was

analyzed through interpretative method. The results showed that there were various kinds of issues and challenges, and the emerging wave of problems is reflected in the education department of Bagh AJK. Some of them are; public has never put education on their priority list, ignorance of leadership role and less funds allocation for education sector. Secondly there is emerging trend of people's migration towards cities as they have better facilities as compared to villages resulting in vacant posts in schools located at far flung areas. As these schools have large strength of students as compared to city schools but delay in posting and vacant posts compromises the future of the students. Thirdly in side areas, there are transportation issues, i.e. damaged or poorly constructed roads due to which transportation cost for teachers exceeds the amount they are getting in the form of pay. When efficiency is low, quality of elementary and secondary education will definitely be compromised. Moreover, our education system is preparing students for getting grades and admission in universities and not for the market demands. But through proper planning and effective administration, the intensity of these issues can be minimized. Targeting the basic education (primary education) can contribute significantly in developing the mindset of the children, which are the future assets of the nation. Secondly government should develop villages and far-flung areas on the priority basis so that public influx towards cities can be minimized. Thirdly transportation problems should be handled by developing proper roads and infrastructure. Moreover, there should be transportation allowances for teachers as per the distance of schools from their homes to ensure equality among teachers which would be helpful in motivating teachers to teach in schools located far off from the cities. The focus of elementary and secondary education is to prepare students according to the market needs, which is currently limited to grades and admission in the university. To conclude, through timely actions, the emerging issues and problems in elementary and secondary education of Bagh AJK can be minimized.

Key words: Elementary and secondary education, emerging issues, causes and solutions, District Bagh AJK



A Post-colonial Study of *Brien Friel's* Translations

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Abstract: Post-Colonial literature offers a multi-dimensional study of the human psyche and actions; based on their emotions, cultural disparities, ethnicities and experiences. Literature provides a forum to voice out the pain of fissiparousness and estrangement looming on the peripheries of one's own land. From the beginning, land symbolizes one's identity. It stands as an emblem of the culture and traditions of a particular race. The attack on territory is perceived as a direct attack on the inhabitants as both of them are interconnected and deeply rooted in each other. This paper attempted to analyze Brian Friel's *Translations* to decipher the attempt of the Englishmen to snatch away the Irish Gaelic identity. This text is layered with the metaphorical implications of the changing times. It extenuates the translation of one's culture and identity under the garb of modernization through colonization. The plurality of the title exhibits the various levels on which the Irish traditions are being ousted. The study found linguistic and ideological traces reflecting helplessness of the 'orient' in comparison to the 'occident'.

Key words: Misrepresentation, Irish Gaelic identity, Brin Friel's translations



Between Tears and Fears: Cognitive Annihilation and Border Crossing

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Abstract: The notion of the illegal border crossing has proved to be the most fertile one in the critical debate of travel writing. The intensification of the borders in twenty first century requires pioneering discourse to speak about the problems of immigrants and to uncover the truths of border crossing. The present study analyzed Atiq Rahimi's *A Thousand Room of Dreams and Fears* to see the impact of illegal border crossing on the mind of the border crosser. It focuses on the phenomenon of mental/cognitive annihilation during illegal border crossing. While annihilation has been discussed in the form of physical destruction and total annihilation of the physical location at the time of the war or any other natural disaster, I imply that annihilation occurs in a mental form too during border crossing. Most of the studies indicate that mental/ cognitive annihilation emerged from the geographies of fear. When fear pulverizes the body in a way that a person becomes paranoid in extreme cases. In order to rationalize this, the first priority was to investigate about the smuggling as one of the ways of illegal border crossing and stigma attached to the politics of smuggling. Then the role of fear was explored on the body of border crosser while smuggling. This study follows the qualitative mode of analysis carried out through the close textual analysis of the text under the critical lens of theories related to border crossing and travel writing.

Key terms: Travel writing, border crossing, fear and smuggling

An Application of Newmark's Model of Translation to Urdu Short Story 'Poos Ki Raat'

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Translation of short stories as a literary work has become a trend lately because the short story provides entertainment and education for the readers. However, the translation process has been complicated because translators must be able to convey the message without changing the purposes of a source language. This research aims to analyze the short story "poos ki raat" of Premchand by applying Newmark models of translation. Researchers did qualitative study in which they used descriptive comparative approach. Researchers used two English translations of the source text as a data collection tool. The collected data was analyzed by Newmark Theory of translation. It is concluded that the translators are unable to convey essence from SL to TL and use technique of free translation more frequently.

Keywords: Analysis, short story, English and Urdu translation, Newmark theory

Discourse Analysis of Donald Trump Inaugural Speech 2017 and Representation of Positive 'Us'

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Abstract: Inaugural speeches of the world political leaders are often ideological. However, most recent studies indicated that political leaders of United States of America being super power represent

themselves as leaders of the world and it has been found that their inaugural speeches are highly ideological. Keeping in view the issue, the current study was conducted to analyze the inaugural speech of 2017 delivered by Donald Trump. For this purpose, Chilton's theory of 'US' and 'Them' (2004) was used to analyze the text. The study found that Trump used plural pronoun 'we' excessively, highlighted his resolve to rebuild the nation and emphasized on values of USA for power transition. In his speech, his 'othering' was not the other countries, groups or people but the previous government and politicians who he called wealth stealers and negated their victories. Moreover, he focused on declaring the power of his government as the power of people and invited them to work for the country together.

Key words: Discourse analysis, Donald Trump, inaugural speech 2017, representation of positive 'Us'

Effect of Higher Education on Economic Empowerment of Women

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Abstract: Women empowerment is one of the most important areas which contribute to the development of a society. The highly qualified women constitute human resource and contribute to the sustainable human development process. Higher education plays a vital role in empowering women. The study aimed to investigate how higher education empowers women in the economic domain of women empowerment. The objectives of this correlation research study were; to assess the influence of job on women empowerment; and to measure the effect of economic independence on women empowerment. The population of study was all female faculty members of three Government Girls Colleges in Islamabad. The simple random sampling technique was used to select the sample of 139 faculty members. A structured questionnaire was used to collect the data. Data was collected online through Google Forms which was analyzed by descriptive and inferential statistical analysis. By using SPSS correlation was found among different variables of the study. The data analysis revealed that all variables were significantly associated with each other, which provided evidence to conclude that higher education enhances the economic empowerment of women. It makes women confident, helps them make better economic decisions, and leads to better living standards, financial autonomy, and a rise in the socioeconomic status of women. It was recommended that the role of Government, NGOs, and society is vital to uplift the status of women in society by encouraging and providing them with opportunities for higher education.

Keywords: Women empowerment, economic independence, economic empowerment, higher education

n Existentialist Analysis of Power Dynamics in *The Stranger* by Camus and *The Meursault Investigation*: A Novel by Daoud

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Abstract: This research study explores the power dynamics in Camus' *The Stranger* and Daoud's '*The Meursault Investigation*' from an existentialist point of view. It analyses how power relations affect existential consciousness of the protagonists. The current research uses theoretical framework based on Camus's ideas of existentialism, along with Althusser's (2014) theory of ideology and Foucault's (1990) concept of power. The aims of the research are to explore existing power structures in the selected texts, figure out how power relations shape existential consciousness and explain the conflict between individual and society. McKee's (2003) model of Textual Analysis is used to guide the research. The findings show how ideology, power, and existential consciousness impact one another.

This research contributes to the field of humanities by depicting how power relationships affect existential struggles in oppressive social settings.

Keywords: Existentialism, power dynamics, ideology, consciousness, free will, authenticity

Cultural Representation and Prickling Expression in the Selected Lines of Ahmed Faraz Poems



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Abstract: Pakistani culture has its own particular features with respect to dealing with male and female youth and their way of expressing soft feelings for opposite gender. Women face difficulty to stand by their word of love except their life partner. On the other hand, men have somehow liberty to express their reluctant voice but they also face challenge to make somebody of their choice as life partner. This situation creates feeling of prickling in the heart of lover for beloved and he blames her for avoidance which has been portrayed in the poetry of Ahmed Faraz. For this purpose, three poems including ‘*Iss se Pehle K Bewafa Ho Jaen*’; ‘*Silsile Tour Gya Wo Jaate Jaate*’ and ‘*Gham e Hayat Ka Jahagra Mita Raha Ha Koi*’ were selected as data to investigate the phenomenon of prickling expression. The current study is qualitative in nature and the data was analyzed through hermeneutic interpretative approach. The study found the linguistic features representing the beloved as disloyal, hesitant, stone hearted, and ignorant of understanding the tender feelings which created prickling and piercing feelings in the heart of the poet.

Key words: Cultural representation, Prickling expression, Ahmed Faraz, WUB

Sign and Commodity: Advanced Capitalism in *How to Get Filthy Rich in Rising Asia*

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Abstract: This study intends to analyze Mohsin Hamid’s novel ‘How to Get Filthy Rich in Rising Asia’ (2013) from the perspective of consumerism. Consumerism (1998) is a theory presented by French Theorist Jean Baudrillard, that is quite relevant to the current socio-economic situation of Pakistan. Consumerism is familiarized by capitalists for their material gains. There are four logics behind the purchase of any commodity i.e use value, symbolic value, exchange value, and sign value. Capitalists use different tactics to spread consumer culture i. e, planned obsolescence, and fetishism of commodities. In this research article, qualitative method is used with Catherine Belsey’s approach of Thematic Content Analysis (2013). This research is significant because it has applied the theory of Consumerism (1998) to Hamids’s novel to portray the current post-postmodern socio-economic

situation of Pakistan. This study concludes that the use value and the symbolic value have become inferior to exchange value and sign value because of the obsession with show-off and snob culture.

Keywords: Capitalism, commodity, consumerism, exchange value, sign value, symbolic value, use value



Climate Education in Pakistan: An Analysis

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Abstract: Climate Change is severe global issue, and education is an important tool to address this world-wide phenomenon. Pakistan, being a soft target of climate change needs to incorporate climate education into its national educational scheme. This study investigates the status of climate education in Pakistan exploring its integration, effectiveness and influencing factors. This study examines the status of climate education in Pakistan exploring its integration into the national education system, curriculum content, and students' engagement. Despite the fact of country's vulnerability to climate change, it remains an overlooked area in Pakistani educational scheme. This research investigates the importance of climate education integrated in educational policies, textbooks and teacher training programs. A mixed method approach was applied to analyze the obtained data. The findings revealed significant gaps in climate education, including inadequate curriculum coverage, limited teaching capacity, and insufficient resources. The study was concluded by suggesting policy reforms, curriculum revisions, offering subjects related to climate education and professional development initiatives to strengthen climate education in Pakistan and empower future generations to address the climate crises.

Key words: Climate change, climate education in Pakistan



Effect of Shadow Education on Students' Academic Achievement at Secondary Level

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Abstract: The research study was carried out in district Bagh Azad Jammu and Kashmir to investigate the perceptions and effects of shadow education, specifically private tutoring, among secondary school students in district Bagh. The objectives were: to explore students' perceptions of shadow education among those receiving tutoring, and those not, and to compare its effects between the two groups. The research employed a descriptive research design with a quantitative approach, utilizing a questionnaire to collect data from a stratified sample of 17,204 students. Data analysis included t-tests, ANOVA, and frequency distributions. Using Stratified Sampling Technique, the researcher took 380 students as

sample of the study. Key findings indicate that private tutoring significantly enhances academic performance, with students receiving tutoring showing higher mean scores as compared to those without tutoring. Gender disparities were evident, with female students benefit more from tutoring. Participants reported positive learning attitudes and satisfaction with teaching styles in school settings. Despite challenges such as peer influence and financial constraints, students perceived shadow education positively, associating it with improved grades and enhanced concentration. Recommendations include policy initiatives to promote equitable access to tutoring, efforts to address gender disparities, and encouragement for teachers and parents to recognize and support the benefits of private tutoring.

Keywords: Shadow education, academic achievement, secondary level

Effectiveness of Activity Based Teaching on Physics at Secondary Level

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Abstract: This research aimed to evaluate the academic performance of 9th-standard students in Physics using activity-based teaching compared to conventional methods. An experimental research design, specifically a Post-test Only Equivalent Groups Design, was employed. The study was conducted at Read Foundation School and College, Bagh AJ&K, with students from the science group selected via systematic random sampling. A total of 80 students participated, divided into experimental and control groups based on their previous Physics test scores. Self-developed multiple-choice tests aligned with Bloom's taxonomy served as research instrument. The experimental group received activity-based teaching, while the control group received traditional lecture-based teaching. Post-tests, consisting of multiple choice and short answer questions, were administered to both groups following the intervention. Data analysis, conducted using t-tests and ANOVA in SPSS, revealed no significant difference between the groups in pre-test scores, indicating equivalent knowledge levels before the intervention. However, the experimental group demonstrated significantly higher post-test scores compared to the control group, with effect sizes ranging from moderate to strong, supporting the effectiveness of activity-based teaching in improving academic performance of the students. Based on these findings, recommendations were made for policymakers to promote activity-based teaching in secondary education, especially in Physics, and for educators to adopt and implement these methods in their teaching practices. Future research should explore the long-term impact and sustainability of activity-based teaching across different subjects and educational levels.

Key words: Activity based teaching, Physics, secondary level

Effect of Teachers' Digital Competence and Self-Efficacy on Academic Performance of Students at University Level

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Abstract: This study aims to identify digital competence and self-efficacy of university-level teachers and examine their effects on students' academic performance at two universities in AJK, namely the University of Poonch (UPR) and Women University Bagh (WUB). The study focuses on the faculties of Arts, Social Sciences, and Sciences. Using a descriptive research design and a quantitative approach, data were collected through surveys from a randomly selected sample of 171 teachers and 200 students.

Key findings reveal high levels of digital competence and self-efficacy among university teachers. Regression analysis shows that digital competence significantly influences students' academic performance, explaining 95.7% of the variance. Similarly, self-efficacy also positively impacts academic performance, though to a lesser extent, accounting for 23% of the variance. The results underscore the critical role of digital skills and self-confidence among educators in fostering student success. Based on these findings, the study recommends enhancing digital competence and self-efficacy through targeted professional development programs. Additionally, fostering a supportive environment for both teachers and students to engage with digital tools and continuous learning is essential. Future research should explore further factors influencing these relationships and the long-term impacts of such competencies on educational outcomes.

Key words: Digital competence, self-efficacy, academic performance, Women University of AJ&K Bagh

Effect of Working Environment on Job Satisfaction of Teachers in Universities of AJ&K

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Abstract: This study explores job satisfaction levels of teachers in universities of Azad Jammu and Kashmir (AJ&K), aiming to identify factors influencing their satisfaction and the impact of working environment on their overall job satisfaction. Drawing upon Herzberg's Two-Factor Theory, the research focused on three universities: Women University of AJ&K Bagh, University of Poonch Rawalakot, and University of AJ&K Muzaffarabad. An adapted questionnaire and descriptive survey design employing quantitative research methodology surveyed 327 faculty members, utilizing a stratified sampling technique. Findings revealed moderate satisfaction with recognition and quality of work, indicating a need for improvement in certain areas. Regression analysis demonstrates a strong positive correlation between the work environment and job satisfaction, emphasizing the pivotal role of effective supervision and quality relationship. Recommendations include prioritizing recognition practices, enhancing career development opportunities, fostering a positive work environment, advocating for fair compensation, and embracing intrinsic job aspects. Future research should focus on specific areas of dissatisfaction and conduct longitudinal studies to track changes in job satisfaction over time. This study provides valuable insights for policymakers and stakeholders to formulate evidence-based strategies and enhance the overall well-being of faculty members in AJ&K universities.

Key words: Teaching profession, working environment, teachers job satisfaction

Effect of Teachers' Training on Pedagogical Skills of Teachers at Primary Level

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Abstract: The study aimed to assess the impact of teacher training on Pedagogical skills at primary level in district Bagh, Azad Jammu and Kashmir. To achieve the goal, the research was designed to find out obstacles and hindrances that surround the programs and their effects on teachers' competence. 250 primary public sector school teachers from a sample of 714 were selected through simple random sampling technique. The data was collected through a well-designed survey covering training experience, teaching practices and variables related to student achievements. To analyze the data associated with study, the researchers applied inferential statistical methods like regression analysis and correlations through the use of SPSS tool. Results showed that respondents had a mixed view about training program being accessible, with high levels of training program barriers, specifically regarding

training program length, relevant training, and financial support. The study discovered positive correlation between teacher training and development and pedagogical skills and it was found that performance of trained teachers is higher than those who are not trained.

Key words: Teacher training, pedagogical skills, primary level

Analysis of Problems and Prospects of Technical Education in Bagh Azad Kashmir



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Abstract: The present research was conducted to study historical context of technical education in Azad Kashmir, highlighting key milestones and developments. Subsequently, to identify and analyze the contemporary challenges that impede the progress of technical education, including issues related to infrastructure, curriculum, and accessibility. In this research quantitative research method was used. The participants of the study were teachers and students of technical institutes from Bagh AJK. The participants of study were 21 teachers and 254 students from technical institutes in district Bagh AJK. The researchers made personal visits to approach the sample to collect the data. Self-structured questionnaire was used as a research tool. To analyze data statistically, SPSS was used. The statistical tools, i.e., percentage and frequency were applied to draw the results. Key findings indicate significant concerns regarding infrastructure inadequacies, including a lack of facilities, outdated curricula, and insufficient funding. Moreover, shortages of qualified instructors and limited industry collaboration impede students' employability and hinder the overall quality of education. Gender disparities and awareness gaps also emerged as notable issues, alongside the need for skill development and technological integration. The study recommends to allocate resources for the enhancement of infrastructure in technical education institutions, implement initiatives to address the shortage of qualified instructors by offering professional development opportunities, training programs, and incentives to retain skilled faculty members, and revise and update technical education curricula to align with industry needs.

Key words: Problems and prospects, technical education, Bagh AJK

Measuring Strategies of Academic Performance of Teachers in AJK through Proactive and Reactive Measures



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Abstract: This study explores the complexities of evaluating Azad Jammu and Kashmir (AJK) teachers' academic performance by thoroughly examining both proactive and reactive tactics. The quality of education is significantly shaped by the academic performance of educators, which makes a sophisticated grasp of efficient measuring techniques imperative. This study, which uses a mixed-methods research approach, combines qualitative insights with quantitative indicators to produce a comprehensive evaluation framework. Proactive methods include preventative tactics used to improve teacher effectiveness, such curriculum alignment seminars, mentorship programs, and professional development courses. Conversely, reactive measures refer to actions taken in reaction to flaws that have been detected. These actions may include targeted support systems, performance reviews, and feedback mechanisms. Data from a variety of stakeholders, including educators, administrators, and students, is gathered through questionnaires, interviews, and classroom observations. To ensure the conclusions are reliable and resilient, the data is interpreted using statistical analysis, thematic coding, and triangulation approaches. The study is to provide practical insights to help teacher training programs, school administrators, and educational officials to enhance ways for assessing and raising the academic performance of teachers in AJK. This research adds to the continuing conversation about

improving educational quality and promoting professional development among educators by outlining required proactive and reactive strategies.

Keywords: Measuring strategies, academic performance, proactive and reactive Measures

Effect of Bilingual Education on Students' Academic Achievement at Elementary Level in District Bagh AJ&K

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Abstract: The study was conducted in district Bagh to investigate the relationship between bilingual education and academic achievement among elementary level students in District Bagh, AJ&K. Moreover, it aimed at determining demographic variations concerning sector and grades in students' academic achievement. The study focused on elementary level students of classes 6th, 7th, and 8th, as well as teachers, in public and private sector schools of Bagh city. The researcher conducted a descriptive, quantitative, and qualitative cross-sectional survey study, administering structured questionnaires to teachers and collecting numerical data. Simple Random Sampling technique was employed to select 360 students from 158 schools of Bagh district. A survey instrument adapted from Jepsen C. (2010) was used to collect quantitative data. The study revealed that bilingual education significantly predicts academic achievement among elementary level students, explaining approximately 40.1% of the variance. Bilingual education exhibited strong positive correlations with academic achievement ($r = 0.657$) and moderate positive correlation with cognitive ability ($r = 0.472$). Cognitive ability also showed a significant relationship with academic achievement, explaining about 32.4% of the variance. Bilingual education plays a pivotal role in shaping academic achievement, with students in bilingual education programs likely to achieve higher success. Cognitive ability also significantly influences academic outcomes, emphasizing its importance alongside traditional academic metrics. Policy makers should prioritize and support bilingual education programs, allocate resources, and establish supportive environment within schools. Teachers should be engaged in professional development opportunities to enhance their bilingual education pedagogy, while parents should advocate for bilingual programs and reinforce native language skills.

Keywords: Bilingual education, academic achievement, cognitive ability, elementary level

Effect of Teachers Aesthetic Skills on Students Social Competence at Higher Secondary Level

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Abstract: In this research study, an attempt was made to investigate the level of aesthetic skills of the teachers and the aspect of social development of the students at higher secondary level taking into

consideration the relationship between them. The researcher selected total 10 schools 3 public and 7 private sector schools from Bagh city by using simple random sampling technique. Questionnaire was used as a tool to collect the data following McLeod (2014). In the study, teachers exhibited fairly high levels of aesthetic skills in teaching processes, proper use of audiovisual aids, research activities, efficient time utilization, and appropriate conduct. Teachers' aesthetic skills have a positive correlation with students' social skills. Creativity and other aesthetic skills are the important conditions that let teachers interact with the students and make learning an enjoyable process. Thus, by applying this correlation of experience and self-formation, educational institutions may develop intervention and professional development strategies that would foster teachers' aesthetic skills and students' social competence.

Key words: Aesthetic skills, social competence, district Bagh AJK

Effect of PQ4R Strategy on Students Academic Achievement at Elementary Level

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Abstract: This research study was conducted at Government Boys Middle School Median District Poonch, Tehsil Rawalakot, Azad Jammu and Kashmir, with aim of investigating the effect of PQ4R Strategy on the academic achievement at elementary school students. The research focused specially on 7th grade students in the subject of Social Study. True experimental design with a pre-test, post-test, and control group design was used to conduct the study. Since PQ4R Strategy was the treatment, this design made it possible to monitor and observe both the experimental and control groups before and after they were employed. The population of the study was consisted of all students enrolled in 7th class. A sample of 32 students was selected for the study and were divided randomly into control group and experimental group. Item analysis and Cronbach Alpha were used to check the reliability and difficulty level of instrument. In order to gather data, pre-test and post-test strategies were used in the classroom before and after the intervention. The Shapiro-Wilk and Kolmogorove-Smirnov tests were utilized to ensure that the data were normal before the t-test was applied. Independent and paired sample t-tests were used in the data analysis process to examine the differences between experimental and control groups. Cohen's d was used to monitor the data. PQ4R Strategy significantly and favourably affected academic achievement of the selected respondents. The findings of the study have significant ramifications for curriculum designers, educators, and legislators. They highlight how crucial well-thought-out PQ4R Strategy helps raising elementary school children's academic achievement. Future studies should examine long term effects of PQ4R Strategy on academic achievement while taking a variety of subjects and student demographics.

Key Words: PQ4R strategy, academic achievement, elementary experimental design

Effect of Instructional Scaffolding on Students Reading Comprehension and Motivation at Elementary Level

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Abstract: This study investigates the effect of instructional scaffolding on elementary-level students' reading comprehension and motivation. Study employed one of the true experimental designs as pretest posttest control group design. In this research, a sample of 30 students was exposed to instructional scaffolding techniques during reading activities while the other group having similar number of students received traditional instruction. Data collection process involved conducting pre and posttests in classroom. True experimental design was used for measurement of both groups before and after

treatment of scaffolding strategy. MCQ type test based on Blooms Taxonomy levels (knowledge and comprehension) was used to measure comprehension ability of students and their motivation for reading. The questionnaire was designed for students to answer each item on a 1-to-4-point Likert scale. Reliability of the instrument was checked using Cronbach Alpha, item analysis was used to check difficulty level and discrimination power of MCQs test. Difference between both control and experimental groups was examined by using independent sample t test. Results indicated a significant improvement in reading comprehension among students who received instructional scaffolding as compared to those who underwent traditional instruction methods. These findings underscore the effectiveness of instructional scaffolding in enhancing both reading comprehension and motivation among elementary students, highlighting its potential as a valuable pedagogical strategy for educators aiming to foster literacy skills and Motivation in students.

Key words: Instructional scaffolding, reading comprehension, motivation, elementary level

Frame Semantic Applications through Identification of Gender Differences in Pakistani Newspapers

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Abstract: The difference in gender and issues related to gender reflection in different genres of languages are the center of attraction for researchers in linguistics and related disciplines. The present study aims to reveal semantic frames of gender inequality rendered in English newspaper (Dawn). It also examines how semantic frames portray gender inequalities in Pakistani print media while remaining as factual and transparent as possible in providing comprehensive details about the data sources. A corpus from 2011 to 2022 was taken for this purpose. The media influences the human mind through the consistent presentation of visuals and ideas (Gerbner et al., 1986). The study utilizes a hermeneutic approach to qualitative research. For analysis of the data, a conceptual framework was developed in light of Fillmore's theory of Frame Semantics (Fillmore, 2006) and Fairclough's three-dimensional model of discourse analysis (Fairclough, 1989). The frames of gender biases and their semantic roles from the corpus are uncovered by applying the AntConc Concordance Program software (Anthony, 2004). The frames include 'Political differences', 'Government and gender equality', 'Distinction in economic opportunities', 'Patriarchal society', 'disparities in education', 'Limited medical access to females', 'gender-related narratives', 'Gender-based violence', and 'Harassment reporting'. The findings highlight the role played by the government, educational institutions, health departments, society, media, and authoritative figures in alleviating gender biases. The study recommends reaffirming the imperative role of policymakers regarding gender biasing in Pakistan. The study stands significant in mitigating gender discrimination by drawing the attention of policymakers in Pakistan to design focused laws that can improve one of the Sustainable Development Goals (SDGs) i.e. gender equality. It can also open ways for researchers of feminist linguistics, gender studies, and social sciences. More importantly, it can be vital in motivating linguists in corpus-based research.

Keywords: Discourse, Frame semantics, gender inequality, newspapers, policy measures, women violence

Re-articulation of Woman/Nature Dualism in McConaghy's *The Last Migration: An Eco-Feminist Study*

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Abstract: This research proposes a comparative eco-feminist approach to challenge corporate narratives regarding women's associations with nature. For this purpose, McConaghy's *The Last Migration* was selected to investigate the phenomenon. The analysis is centered on Uzma Aslam Khan's (2008) novel, *The Geometry of God*, aiming to gain insights into Val Plumwood's (2002) contemporary critique of the 'human/nature dualism'. This research argues social constructivism and socialist eco-feminism to explore the differences in how language is employed to understand the eco-feminist assumptions concerning women and their relationship with nature. Eco-feminism, a movement that emerged in the 1990s, posits that the domination and degradation of women and the environment are the results of patriarchal and capitalist systems (Molyneux et al., 1995). This research argues the compelling issues concerning corporate representations and misrepresentations of women and their connections to their surrounding environment. The portrayals of the relationship between brown women and nature highlight the discursive reconfiguration of brown women's identity, examining how female novelists in Pakistani patriarchal societies redefine the narratives that deconstruct the eternal images of women imposed by the patriarchal academia (Mehmood, 2019).

Key words: Human/nature dualism, Khan's *The Geometry of God*, an eco-feminist study

Exteriorization of the Interior: A Study of Fatima Bhutto's *The Shadow of the Crescent Moon*

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Abstract: Decolonization of the United India resulted in emergence of serious issues such as identity crisis. Due to racial influence of nationalism, certain ethnicities have been pushed in to a peripheral position which promoted ethnic politics. This research article analyzes Fatima Bhutto's *The Shadow of the Crescent Moon*, in the light of Etienne Balibar's views about exclusion of the natives. The study is qualitative and based on textual analysis. Different factors such as ethnic politics are used to question status of the lower ethnic group in Pakistan. The status of these natives is ambiguous since they are considered natives but as they belong to the dominated ethnic group, their identity is questioned. Another factor is the sectarian violence which makes them insecure in Pakistan. The study reveals the ambiguous status of these people in Mir Ali, a town in District North Waziristan, located in Federally Administered Tribal Areas (FATA) which has been merged with Khyber Pakhtunkhwa in 2018. The study is significant because it unveils violence and marginalization which lower ethnic group faces in Pakistan. The study concludes that ethnic politics and sectarianism are the main factors which have made the status of the dominated group ambiguous.

Key Words: Pashtuns, Racism, Sectarianism, Nationalism, Exclusion, Interior

'I am a Lion': The Metaphorical Representation of Women's Resistance in Runaways by Fatima Bhutto

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Abstract: Literature needs language, and language has many shades. One such shade of language is its metaphorical nature. Metaphors are not merely linguistic ornaments but are cognitive tools for shaping conceptual systems and constructing an understanding of the world. The research undertakes Subaltern Theory by Spivak (1985) as a theoretical framework. This theoretical approach examines the voices of marginalized or subaltern groups, especially in the context of post-colonial societies. Therefore, this study employs the Conceptual Metaphor Theory (CMT), developed by Lakoff and Johnson (1980), as an analytical framework to enhance the underlying cognitive processes for representation of female voices in the selected literary work. The study also posits that CMT provides a valuable framework for interpreting deeper meanings of literary works and revealing the resistance of women against patriarchal society in those works. The unit of analysis for this study is the novel *Runaways* (2019) by Fatima Bhutto. The findings revealed the use of the metaphor of lion for representation of strong resistance to the cultural norms of society. Throughout the discourse of the novel, metaphors play a fundamental role in shaping perceptions about the female protagonist and her struggle in a patriarchal society.

Keywords: Subaltern theory, metaphors, conceptual metaphor theory, resistance

Link between Openness to People's Ideas & Joyous Exploration of Workplace Curiosity Dimensions and Work Engagement: A Mediated Model of Learning Goal Orientation

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Abstract: This study is based on the concept that curious human behavior has a strong inclination to acquire related knowledge and learning which leads to engage the individuals in achieving the prescribed goals (individual/organizational). During the study, two important aspects of workplace curiosity, ‘openness to the people's ideas’ and ‘joyful exploration’ have been taken as independent variable and their direct impact on work engagement was studied. The study also examined the mediating effect of learning goal orientation between the independent variables ‘openness to people's ideas and joyful exploration’ and dependent variable ‘work engagement’. The healthcare professionals in Rawalpindi and Islamabad were population of the study. Questionnaires based on five-point Likert scale were used for data collection. Data was analyzed by using Smart PLS software for finding the direct and indirect relationship among independent, dependent and mediating variables. Study limitation and future recommendation are also made part of the study.

Key words: Joyous exploration, workplace curiosity, mediated model of learning goal orientation

Exploring Imagery and The Traces of Nature in the poems ‘*To the Cuckoo*’ and ‘*Daffodils*’ by Wordsworth

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Abstract: Numerous studies have been conducted on the poetry of William Wordsworth exploring different linguistic and literary devices out of his poems. However, the present study endeavors to investigate the phenomenon of imagery and traces of nature mentioned in Wordsworth poetry. For this purpose, two famous poems of Wordsworth ‘*To the Cuckoo*’ and ‘*Daffodils*’ were selected. The study is based on post-modern qualitative research paradigm. Data was analyzed by using hermeneutic interpretative approach. It was found that Wordsworth used linguistic choices which trigger five senses including the sense of taste, sense of touch, sense of smell, sense of sight and sense of hearing. Moreover, it was also found that in the selected poems, the poet used objects of nature particularly bird, voice, grass, hills, bush, trees, sky, woods, earth, fairy, cloud, vales, crowd, daffodils, breeze, milky way, bay, waves with personal feelings of joy and pleasure which create a flash of enjoyment in the mind and heart of the reader.

Key words: Imagery, traces of nature, To the Cuckoo, Daffodils

Capitalist Dystopia: A Leninist analysis of ‘*The Ones Who Walk Away from Omelas*’ and ‘*Lahoo aur Qaleem*’

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Abstract: This essay explores the dichotomy between utopia and dystopia within the context of literature and socio-economic theory. Beginning with an examination of historical utopian literature, including Plato's ‘*The Republic*’ and Thomas More's ‘*Utopia*’, it argues that all utopias contain inherent flaws that ultimately lead to dystopian outcomes. Through the analysis of works such as Jonathan Swift's ‘*Gulliver's Travels*’ and Ursula K. LeGuin's ‘*The Ones Who Walk Away from Omelas*’, the essays demonstrate how seemingly ideal societies are often built on exploitation and suffering. The essay then provides a criticism of capitalist utopianism, as articulated by Adam Smith, and its subsequent challenge by Marxist thinkers like Vladimir Lenin. First, using LeGuin's story, it explores the parallels between capitalist exploitation and Lenin's concept of imperialism, emphasizing the interconnectedness of prosperity and oppression in a capitalistic system. Then, through an examination of Mirza Adeb's ‘*Lahoo aur Qaleem*’ this study illustrates capitalism's propensity for alienation and dehumanization of the working class. By drawing upon Marxist critiques of alienation and mechanization, the essay highlights the parallels between the plight of workers in capitalist societies like Pakistan and the characters in Adeb's play. Ultimately, the essay presents a comprehensive

analysis of utopian and dystopian themes in literature, contextualized within socio-economic critiques, to shed light on the inherent flaws of utopian ideologies and the socio-political systems they represent.

Key words: Dichotomy, utopia, capitalist dystopia, a Leninist analysis



Probation of Stylistic Marvels Used in the Poem ‘Fancy’

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Abstract: This paper presents a detailed stylistic analysis of John Keats's renowned poem ‘Fancy’. As a prominent figure of the romantic era, Keats's composition of odes garnered significant acclaim, with ‘Fancy’ standing out as a particularly exquisite piece. The poem delves into the juxtaposition of fantasy and reality, prompting a thorough exploration of its grammatical structure, employment of poetic devices, and overarching writing style. Leveraging the online POS Tagger and AntConc 3.4.0.0, this analysis adopts Jeffery Leach and Short’s model of stylistic analysis to meticulously dissect the poem's nuances. The primary aim of this endeavor was to elucidate the poem's stylistic features, catering to a broad readership and fostering a deeper appreciation of Keats's literary craftsmanship. The study found the targeted objectives up to a greater extent.

Keywords: Stylistic analysis, ode, Fancy, poetic devices, POS Tagger, AntConc 3.4.0.0

Application of Eugene Nida’s Theory of Translation to English Translation of Surah Al



Balad

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Abstract: The Holy Quran is the book that contains teachings spoken by the Prophet Muhammad, which Muslims believe are messages from God. Translations of Holy Quran were first done by people who weren't Muslims in the 16 and 18 centuries. But most of the translations we have today were made in the 19th and 20th centuries. Surah Al-Balad is one of the chapters of the Quran. The researcher has chosen English translation of Sural Al balad, to assess how Nida's translation theory applies to it by using formal equivalence as a theoretical framework. Another method used was to match the source text with the target text and assess the applicability of Nida's translation theory through a comparative analysis. This involves examining the linguistic, cultural, and stylistic differences between the source and target texts to identify areas where adjustments need to be made to ensure effective translation.

Key words: Formal equilibrium, Sural-Al-Balad, Holy Quran, translation studies

Paraphrasing Efficiency of QuillBot: Application of Mehmood (2024) Model of Paraphrasing Standards on Selected Discourse of English Newspaper ‘DAWN’

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Abstract: Since progress in the field of Artificial Intelligence, numerous linguistic tools emerged in recent years. To evaluate the efficiency of these tools, several studies have been conducted so far. QuillBot is newly emerging tool used for paraphrasing purpose by the students, academicians, teachers and researchers around the globe. So, investigation of such a largely used tool is of the dire need. Keeping in view the phenomenon, current study endeavored to probe into the paraphrasing efficiency of QuillBot. For this purpose, text was taken from widely circulated English newspaper, 'DAWN'. Data was analyzed through Mehmood (2024) model of paraphrasing standards. The study found that as a result of paraphrasing, the meaning and structure of the actual text is distorted and deviates from the original intended meaning. Thus, it is recommended to improve the efficiency of QuillBot so that it may paraphrase without violating the actual context.

Key words: QuillBot, paraphrasing efficiency, English newspaper

Exploring Violence in Farah Bashir's Rumours of Spring Through Johan Galtung's Lens

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Abstract: This research dives into Farah Bashir's 'Rumours of Spring: A Girlhood in Kashmir', examining the way violence is portrayed within the society of occupied Kashmir. This memoir is based on the experiences of Farah Bahir around the 1990s during her adolescence when the violence on Kashmiris in Indian Occupied Kashmir was at its peak. Farah Bashir has written about the atmosphere of surveillance, violence, and brutality she faced as a girl in Kashmir. By applying Johan Galtung's Violence theory 1969 or Violence Triangle and Cultural Violence 1990, this paper aims to unravel the complexities of violence depicted in the text. It delves into Galtung's theory which helps us understand violence and its types, along with its impact on the normal life of people. It categorizes violence into direct, structural, and cultural forms. A detailed analysis of the memoir uncovers instances of direct, structural, and cultural violence to explain its physical, emotional, and social impact on Kashmiris. Using qualitative analysis techniques, passages from 'Rumours of Spring' are closely examined to unveil the nuances of violence within the Kashmiri context. By synthesizing insights from the framework, it offers an in-depth understanding of violence. This research contributes to ongoing discussions about violence in the Indian-occupied Kashmir around the 1990s. Exploring the representation and understanding of violence in 'Rumours of Spring', provides valuable insights into the lived experiences of the author and the individuals affected by conflict.

Keywords: Violence, Galtung, Rumours of Spring, memoir

The Semantic Function of Reduplication in English, Urdu and Pashto: A Cross-Linguistic Perspective

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Abstract: This research study examines the concept of Reduplication in English, Urdu, and Pashto. The semantic function of reduplicated words in the reduplicated structures and lexicons of English, Urdu, and Pashto have been investigated. Data was analyzed by using Morphological Doubling Theory (MDT) particularly, Abbi's (1992) model where two basic types of reduplication- namely, Full-Word Reduplication and Partial-Word Reduplication (eco-words) were analyzed. The data for this study was collected purposively from English, Urdu, and Pashto books, magazines and newspapers. The findings of the study show that the semantic functions of partial and full reduplication include intensification, addition of extended meaning, plurality and distributiveness. Several examples were examined taken from three languages and listed separately in the analysis section. For instance, Full-Reduplicated words investigated in English were So-So, goody-goody, while in Urdu examples were Jaldi-Jalid, Sach-Sach, and in Pashto examples were Zar-Zar, Ro-Ro, etc whose semantic function were situational and varied. Partial reduplicated words investigated in English were Chit-Chat, Teeny-Weeny, Swish-Swash, while in Urdu example were Theek-Thak, Dhoom-Dham, and in Pashto examples were Jargee-Margee, Dodai-Modai, etc. This research study is significant as it opens a new area of investigation specifically in terms of Pashto language.

Keywords: Abbi's Model, consonant alteration, semantic function, MDT, Pashto, reduplication, Urdu

An Analysis of Subject-Verb & Pronoun-Antecedent Concord Errors in the Writing of BS English Students at Women University of Azad Jammu & Kashmir, Bagh

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Abstract: This study seeks to analyse the BS students' errors while using subject-verb and pronoun-antecedent concord in the Women University of Azad Jammu & Kashmir, Bagh. The aim of this research is to find out the types of English subject-verb and pronoun antecedent concord errors committed by students and identify the sources of those errors. This study adopted the five steps of Corder's (1974, cited by Ellis, 1994) method for data collection and analysis. The data was drawn from the two types of elicitation instruments: essay written composition and a 20 items objective test, administered on 60 BS English students in WUAJ&K, Bagh by using purposive random sampling procedure. The findings of the analysis of essays and test revealed that the occurrence of incorrect sentence structures is higher than the correct structures. The results from two types of the data also identified that the occurrence of concord errors to the basic or general rules were less than complex sub-rules. This study also identified three sources of errors such as: overgeneralization, ignorance of rules restrictions and L1 influence. Henceforth, it is evident from the findings that students of WUAJ&K, Bagh need more instructions and practice in order to rectify the subject-verb and pronoun

antecedent concord errors. This study would help students to minimize their errors regarding subject-verb and pronoun antecedent concord and to improve their language proficiency.

Key words: Subject-verb & pronoun antecedent concord errors, BS English, WUB

Exploring the Intersection of Spirituality and Environmental Critique in Gerard Manley Hopkins' 'God's Grandeur'

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Abstract: This research paper explores Gerard Manley Hopkins' 'God's Grandeur' in bringing out the interrelationship between spirituality and environmental critique imbedded within the poem. Gerard Manley Hopkins was a Jesuit priest characterized by the highly distinctive originality of his poetry, weaving his profound religious convictions with an eloquent critique of the despoiling of nature. This paper argues that Hopkins' religious vision influences not only his way of expressing himself in poetry but also his basic comprehension of the environment. It, therefore, seeks to discuss how Hopkins' spiritual framework allows him to discuss and describe, in detail, the defilement of nature by industrial advancement through an application of both eco-criticism and theological analysis. The paper delves into Hopkins's rich imagery and linguistic devices through which nature is brought to be a display of divine presence, deeply affected by human exploitation. This paper aims to highlight the literary devices, thematic elements, and historical context that make Hopkins' poetry unique, blending his spiritual vision with his ecological concerns. The study will be important in contributing to understand spiritual literary works where spirituality and environmentalism crosscut. It sheds light on how Hopkins' view of the divinity in nature elevates his critique of the environment, providing an even deeper, holistic concern for the natural world than usually found in secular environmental stories. This paper thus argues that Hopkins' integration of these themes suggests a re-evaluation of spirituality into contemporary ecological discussions. This study suggests that spiritual reverence for nature can increase our commitment to environmental sustainability.

Keywords: Nature, divinity, ecological concerns, environmental critique, God's Grandeur, Hopkins

Navigating Uncertainty: The Impact of Economic Policy on Corporate Investment Decisions across Global Income Tiers

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Abstract: The goal of this study is to investigate the impact of economic policy uncertainty (EPU) on corporate investment among a variety of firms operating in developed and developing economies. The study further

classifies firms into different income levels to investigate the heterogeneity of the EPU impact on firm investment. The paper uses the system GMM technique to analyze a comprehensive dataset of 25 countries from 2008 to 2021, comprising 11,718 firm-level observations. The findings indicate that EPU has significant adverse effects on corporate investment, especially in developed economies, high-income economies, and low-income economies. On the other hand, EPU's impact on investment by firms is insignificant for developing and low-upper middle-income economies. The findings accentuate complex interaction between EPU and firm investment, emphasizing the need for tailored policy interventions to reduce the negative effects of EPU across various economies.

Keywords: Economic policy uncertainty, corporate investments, global income tiers

Effect of Concept Oriented Reading Instruction (Cori) on Reading Comprehension of Elementary Students



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Abstract: This research study was conducted at Government Girls Middle School Jhir Ghani Abad Bagh, Azad Jammu and Kashmir, with the aim of investigating the impact of concept-oriented reading instruction (CORI) on the reading comprehension of elementary school children. The study specifically focused on 6th grade students who were studying English. To carry out the research, one of the true experimental designs was employed, which was based on pre-test, post-test, and a control group design. A sample size of thirty students was selected, with fifteen students assigned to each group (control and experimental). A reading comprehension test was developed to assess the students' reading comprehension abilities. The reliability of the test instrument was evaluated using Cronbach Alpha and item analysis. Data was collected through pre- and post-tests that were conducted in the classroom before and after implementation of the treatment. Prior to conducting the t-test, Shapiro-Wilk and Kolmogorov-Smirnov tests were used to determine whether the data were normal. After that, the differences within both control and experiment groups were examined using independent sample t-tests. Paired sample t-test was used to check the difference between pre and post-test results of experimental group. The study discovered significant differences in the post-test scores between the groups that were taught using the CORI approach and those that were taught using traditional methods. Furthermore, it was revealed that implementation of the CORI strategy enhanced students' comprehension during reading. The findings of this study have important implications for the development of more effective reading curricula tailored to meet the specific needs of elementary school students.

Keywords: Concept-oriented reading instruction (CORI) strategy, reading comprehension

Subaltern Resistance in Abbas' *The Empty Room*: A Postcolonial Analysis



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Abstract: The present study aims to analyze the postcolonial Pakistani novel by Sadia Abbas, '*The Empty Room*', and examines the concept of Subalterns as proposed in Gayatri Chakravorty Spivak's '*Can the Subaltern Speak?*' The study uses a qualitative approach to analyze the primary text and postcolonial theory as the theoretical framework to explore the depiction of subaltern subjects of 1970s Pakistan. Spivak's subaltern theory serves as a theoretical lens to address the research questions and achieve the research objectives, examining how colonization effects persist even after the colonization

rule and how these effects produced subaltern subjects through the complex power dynamics of gender, class, religion, and politics. Through the analysis of personal, political, and historical narratives that intersect in Abbas' novel, this study demonstrates the continued impact of colonialism on marginalized individuals. This study illustrates how 'The Empty Room' represents the complexity of subaltern subjectivity and agency within political turmoil and social injustice and contributes to the contemporary postcolonial discourse. This study investigated how Abbas' characters and narrative approach illustrated and ultimately challenged the concept of subaltern voicelessness. The study contributes to understanding the subalterns in contemporary Pakistani society and the significance of literature in developing subaltern awareness.

Keywords: Colonialism, postcolonialism. Gayatri Chakravorty Spivak, subalterns, political turmoil



Beliefs and Understanding of Science Teachers toward STEM Education

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Abstract: This research work was designed to investigate the beliefs and understanding of teachers of science subject regarding STEM education at school level. The questionnaire consisted of 44 items with 06 factors was used to collect the data. The sample of 57 respondents was selected by using simple random sampling technique. The data was analyzed using descriptive and inferential statistical techniques (i.e., Mean, SD, sample t-test, and One-way ANOVA). The objectives of the study were determined firstly to identify science instructors' current attitudes toward STEM education and their present knowledge. Secondly, to learn about opportunities and obstacles associated with implementing STEM education. Thirdly, to evaluate the need for professional development and training in STEM teaching. Fourthly, to ascertain how STEM education will be implemented in their own classrooms and what effects it will have on their students. Lastly, to determine the STEM education's potential future in Pakistan. It was concluded that science teachers' beliefs and understanding about STEM education are almost same and need to be improved by professional development and trainings. It was also concluded that STEM education is evolving now and onward up to the next decade. Further, it was concluded that there is lack of resources to implement STEM education in Pakistan. It was also concluded that the STEM education has potential to prepare students for future.

Key words: Beliefs, understanding, STEM education, science teachers



Promoting Taking Charge at Workplace: The Role of Inclusive Leadership

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Abstract: Parallel with gradually increasing competition, the struggle to survive and maintain competitive edge has made organizational work environments more complex and demanding in terms of employees' role expectations. In this regard, taking charge behavior of employees has significant importance in organizational settings. Therefore, this study exclusively focused on taking charge in direct relationship with creative self-efficacy and domain relevant skills. The study further examined the moderating role of inclusive leadership that how it influences strength of the relationships among these variables. Data were collected through questionnaires/surveys from separate sources (supervisor-subordinate dyads) 301 employees of 123 work teams working in different small and medium size enterprises (SMEs) in Pakistan. Using structural equation modeling, the results revealed the positive relationship between creative self-efficacy and taking charge, domain relevant skills and taking charge, and inclusive leadership was found as significant moderator to both relationships. The study employed trait activation theory to support the inferences. Implications for research and practice are also discussed.

Keywords: inclusive leadership; taking charge; creative self-efficacy; domain-relevant skills

Rationalizing the New World Order: A Comparative Analysis of US, Russian, and Chinese Strategic Approaches

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Abstract: The United States, Russia, and China are each striving to rationalize the contemporary world order, albeit through divergent approaches. Russia and China aim to diminish US influence through regional controls and spheres of influence, while the US seeks to redefine global leadership through a concept termed 'controlled globalization.' This study employs a comparative methodology to analyze the grand strategies of these three major powers, assessing how their objectives and tactics impact international relations. By integrating qualitative analysis of strategic documents with in-depth evaluations of geopolitical trends, this research offers a comprehensive understanding of the strategic goals and methods of the US, Russia, and China. The findings provide valuable insights into how these competing paradigms influence the evolving global order and the power politics canvas.

Key Words: Rationalization of World Order, controlled globalization, regional powers, power politics

Language as a Strategic Tool in Diplomacy: Exploring its Role in International Relations

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Abstract: Language plays an indispensable role in diplomacy, fundamentally impacting negotiations, coalitions, and international outcomes. In order to execute the effective diplomatic commitment and engagement, the strategic and tactical use of language is pivotal. This study aims at investigating the multi-layered role of verbal and linguistic usage in political system, exploring how etymological

decisions shape interactions and result in international relations. This study looks into examining that how representatives and diplomats from different states decisively utilize language to accomplish diplomatic and strategic targets. It likewise dissects contextual analyses where language exerts a significant impact on forming international negotiations and how etymological and linguistic diversity enhances diplomatic effectiveness. This research utilized case study analysis looking at key political episodes where language played a critical role, through subjectively designed qualitative examination of discretionary texts and correspondences with an emphasis on interviews and gathering insights from diplomats and language experts to understand their strategies and experiences. Content analysis was used to investigate conciliatory texts and media correspondences for etymological and linguistic patterns and strategic language use. The study recommends that policymakers should initiate strategic perception programs to upgrade communication competence, cross-cultural comprehension and diplomatic cooperation to reinforce strategic relations and negotiations.

Key words: Language as a strategic tool in diplomacy, role of language in international relations

Memoriscapes in Post-9/11 South Asian Beyond Trauma: A Comparative Study of Pakistani and Vernacular Poetry



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Abstract: This study envisages the rich tapestry of South Asian memoriscapes embedded within Pakistani anglophone and vernacular literary spaces. In the recent few years, Pakistani literature has been a cradle for narratives that weave together the threads of history, identity, and collective memory. This research outlines the comparative memoriscapes in the anglophone poetry of Imtiaz Dharker, Hima Raza, and Moniza Alvi; and vernacular poetry of Ayub Khawar, Ejaz Rahim and Sadiquillah. Supplying the four concepts: ‘fantasy of 9/11 memory’ (Parr 2008), ‘individual and communal memory of 9/11’ (Hunt 2010; Lorenz 2002), ‘identity and trauma: politics of post-9/11 memory’ (Bell 2006; Kolk and Hart 1995; Lacapra 2014; Dawson 2002) and ‘transculturality in post-9/11 memory’ (Erll 2011; Bond 2014; Moses and Rothberg 2014), this research reconceptualizes (post) memory and trauma. Doing that, it foregrounds (post) memory in a South Asian context in the form of vertical and horizontal bridges between Euro-American and South Asian literature, respectively. This study further accentuates a point of intersection between x- and y-axes to project a transcultural and transnational poetic narrative of post-memory encompassing the experiences of loss, turmoil, and violence beyond cultural, national, and territorial borders. This way, this research delves into the intricate layers of the memoriscapes in Pakistani literature as preserved, expressed, and reimagined through the prism of anglophone and vernacular literatures, in which the emerging traces of transcending memory engage in cross-cultural dialogues and borrow from diverse traditions of the deep-rooted replaced memories to construct complex memoriscapes.

Keywords: Memoriscapes, post 9/11 South Asia beyond trauma, Pakistani and vernacular poetry

Integrating AI Tools in ESL Classrooms at University: Pakistani Teachers’ Perspective

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Abstract: The study helps to observe the teachers' point of views about using Artificial Intelligence (AI) in English classrooms at Ghazi University. Artificial Intelligence is used extensively in every field of life. The AI index report reflects massive boom in its use and claims 40% replacement of jobs by AI in 2024 (Stanford HAI report, 2024). The extensive use of AI and previous researches triggered to explore Pakistani teachers' perspective about using AI in English classrooms. The data was collected from ten different departments of the university where 62 English teachers were engaged in different classes for English literature, linguistics, business and functional English. This mixed method study utilised questionnaire results as quantitative paradigm and focus group interviews outcome for qualitative aspect. Content and descriptive statistical analysis provided variant results as compared to the results of previous researches. The research study identified that Pakistani teachers have perplexed reviews about AI; they are not relying on free versions of AI but they are satisfied with paid versions of AI. 40% teachers found AI effective, time saving, and personalized tool. 20% marked AI for making teachers lazy and dependent on machine. However, almost 90% teachers seek ethical considerations for using AI and expect its controlled use inside classrooms.

Key Words: Artificial intelligence, content analysis, English classrooms, Pakistani teachers' perspective



Role of CPEC in Transformation of Azad Kashmir

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Abstract: The study carried out in Azad Jammu and Kashmir to investigate the role of CPEC in transformation of Azad Kashmir. The objectives of the study were to explore the socio economic, economic and strategic impact of CPEC on AJ&K. Moreover, the opinion of public plays an important role in shaping the investment decisions and development of the country. For this purpose, the data was collected through questionnaire and descriptive approach was employed to investigate the phenomenon. The data collected from the participants, was tabulated, interpreted and analyzed by the researcher using simple frequency method and Chi Square nonparametric test to find out the effect of CPEC on investment decisions and development of the state. The study found that CPEC has positive and significant effects on Azad Jammu and Kashmir's economy and on socioeconomic parameters and have strategic importance in this area. The study recommends that government should share more information to public and guide them about the business opportunities related to CPEC projects.

Keywords: CPEC, socio-economic aspects, public opinion, quantitative research

Analysis of Female Leadership Barriers in Managing Secondary Schools of District Haveli AJ&K

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Abstract: The study was conducted to analyze the leadership barriers faced by female teachers of secondary schools in District Haveli. The objectives of the study were: to identify personal barriers, social barriers of secondary schools in district Haveli, academic barriers, and management skills of female teachers. Universal random sampling technique was used to draw sample from the population. The participants of the study were all secondary school teachers and principals. Questionnaire and interviews were used as a data collection tool. The Chronbach Alpha value for reliability of test was .837. Data were analyzed by using SPSS. Both descriptive and inferential statistics were used for data analysis. Major findings include; there is no child care facility available in the schools. It was challenging for female teachers to keep balance between both home and school work. The study recommends developing flexible work policies that cater to the diverse requirements of teachers with families, offering alternatives such as telecommunicating and adaptable schedules. Schools should consider establishing on-site child care facilities to offer convenient and accessible care for the children of faculty, staff, and students.

Key words: Female leadership, barriers, district Haveli AJK

Willingness of Curriculum for Democratic Education: Analysis of Urdu Curriculum in Perspectives of Democratic Values at Elementary Level

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Abstract: Democratic values are important to develop democratic citizens through education system. Curriculum and textbooks are means to teach democratic values to students. Focusing the significance of democratic values, present study was designed to analyze objectives of national curriculum documents 2006 and content of textbooks of Urdu, for 6th, 7th, and 8th grades regarding democratic values that were treated as sources of data for current study. Research was qualitative in nature based on exploratory content analysis which was made at two stages: at first stage, list of common democratic values was prepared after reviewing literature and finalized through political science subject specialists and curriculum experts. The finalized values were enlisted as benchmark for content analysis. The objectives of national curriculum 2006 and content of selected textbooks were analyzed by using Concept Mapping Framework (CMF) focusing every statement, idea and concept related to democratic values. At second stage; the intensity of the content related to democratic values was analyzed by applying Dimensional Description Framework (DDF), on the basis of four dimensions; brief, extensive, implicit, and explicit. Findings of qualitative content analysis revealed that objectives of national curriculum of Urdu focused on some aspects of democratic values. Description of democratic values in objectives of national curriculum and content of textbooks were less focused in enriched form with healthy description. Generally, description of democratic values was brief and most of the values had insufficient focus on objectives of national curriculum and content of textbooks. It is recommended that democratic values may be included in the objectives of national curriculum document of Urdu textbooks as there is more space for description of these values in different lessons of textbooks.

Keywords: Democratic values, democratic education, content analysis

The Impact of Word Processor on Students' Conventional Medium of Writing: A Case Study of Graduate Students

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Abstract: Developing writing skill occupies paramount importance in ESL programs in Pakistan- as evaluation is mostly accomplished through written exams and tests. As a global trend, strategies for effective teaching writing skill are characterized by the integration of modern technology particularly computer/laptop-- with features of digital dictionaries, thesaurus, auto-correction and spell-checker. Being highly optimistic, the stakeholders encourage students to compose assignments, thesis reports and other pieces of writing through word processors that are mostly submitted in soft form to the teachers. Researchers have enumerated a number of advantages of such software, particularly of MS Word (Li & Cumming, 2001; Zaini & Mazdayasna, 2014). Resultantly, the use of pen-and-paper medium of writing is being entirely diminished and considered as outdated. Though MS Word helps a great deal in enhancing students' writing output in terms of formatting, organizing, and editing texts, the deterioration in other aspects of writing is the dire consequence of its over-reliance. These demerits are tangibly realized when students are exposed to attempt writing tasks without using computer and other gadgets. In many situations, they are required to produce text which is accurate and fluent at the same time. The present study brings forth few of the disadvantages of the over-use of word processors by 30 EFL students selected via purposive sampling technique. Their computer-typed and pen-and-paper compositions as primary data were comparatively analyzed. Participants' conventional writing was found as considerably poorer in terms of automaticity, lexical density and lexical diversity from their computer-typed composition. The study therefore hints that students' computer-typed output could be highly misrepresentative of their actual competence and cautions the ELT practitioners about students' over-reliance on word processors.

Keywords: Demerits of MS Word; EFL students' writing; over-reliance on technology

Effect of Ergonomic Factor on Academic Performance of University Students

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Abstract: Ergonomic factors play a crucial role in influencing the academic performance of university students. The major purpose of the research was to compare the ergonomic factors on academic performance of university students of two universities namely Women University Bagh and Poonch University Rawalakot AJ&K. The objectives of the study were to identify ergonomic factors at the university level. Moreover, to assess the academic achievement of university students, and to investigate the impact of ergonomic factors on the academic performance of university students. All the students of the Social Science departments from both the universities were taken as the population of the study. A sample of 318 respondents were taken randomly. Descriptive research method was adopted by using both quantitative and qualitative techniques for data collection. The survey method was adopted by the researcher; a questionnaire having 61 items was distributed among the sampled population. Based on their responses, the data obtained was tabulated and analyzed by using ANOVA. Major finding of the study indicated that majority of the students were agreed with the effect of ergonomic factors on academic performance of university students.

Email: Ergonomic factors, academic factors, university students



The Soft Power Solution: Assessing the Impact of Pakistan's Non-Traditional Security Strategies on Counter Terrorism (TTP: A Case Study)

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Abstract: Pakistan has been struggling with terrorism for years, but traditional methods could not prove enough to cater this issue. This research employs a constructivist approach to examine the impact of Pakistan's non-traditional security strategies, particularly soft power initiatives, in countering terrorism with a focus on Tarik-e-Taliban Pakistan (TTP). By exploring the social and cultural constructs between Pakistan and TTP, this study reveals how soft power strategies have influenced the narrative on terrorism and shaped public perceptions. This research also focuses on inclusion of society in counter terrorism strategies and policies. For this purpose, five teachers of international relations were interviewed and the data was analyzed through interpretation strategies. It was found that by shifting the focus from military might to cultural diplomacy, education and community engagement, Pakistan can make significant progress in mitigating the terrorist threat particularly to terrorist attacks from Afghanistan's land. This research underscores an effectiveness of use of soft power and a new way of thinking about counter-terrorism and provides useful insights for policymakers and scholars, demonstrating the potency of non-traditional security measures in creating a more secure and peaceful world.

Keywords: Soft Power, non-traditional security, counter terrorism, cultural diplomacy, community engagement



A Computational Linguistic Analysis on Water Related Discourses in Pakistan

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Abstract: This study explores water-related discourses in Pakistan from 2019 to 2023 by employing a corpus-based computational linguistic approach. Data was sourced from Dawn newspaper articles through the LexisNexis database and was analyzed using Natural Language Processing (NLP) and Latent Dirichlet Allocation (LDA). The objectives were to uncover prevailing themes and discourse patterns surrounding water scarcity, and how water-related issues affect public health and socio-economic development of Pakistan. The research methodology employed a mixed-method design, integrating both qualitative and quantitative techniques to refine computational processes for handling extensive text data. Fairclough's three-dimensional model was used to interpret the linguistic representation of water-related issues. Through systematic analysis, the study identified key themes related to public health, socioeconomic development, and environmental conservation. The findings reveal significant impact of water-related issues on public health and socio-economic development in Pakistan. Key themes identified included government communications, legal affairs related to regional water, human right conflicts, urban infrastructure, and environmental conservation. The integration of LDA and computational analysis provide deep insights into the complex narrative structures of water discourse. The discussion contextualizes the results within existing literature and theoretical frameworks emphasizing the implications for public health and socio-economic development. The study concludes by underscoring the potential of computational linguistics to enhance water resource management strategies. The findings emphasize the importance of integrating computational methods

in environmental research, offering valuable insights for policymakers and stakeholders in Pakistan's water sector.

Keywords: Water scarcity; computational linguistics, corpus analysis, NLP, discourse analysis, topic modelling



Manufactured Consent and Pseudo-Individualism in *The Great Gatsby* and Contemporary Social Media Culture

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Abstract: This study critically examines *The Great Gatsby*, a novel written by F. Scott Fitzgerald during the American Jazz Age. First published in 1925, the novel critiques the codes and conventions of American consumerist society, conveying the message that the ideals of the American Dream are unattainable. Considering the consumerist practices of the 1920s American society, also known as the Roaring Twenties, and the illusion of romanticism surrounding the American Dream, relationship between consumerist capitalist society and mass media culture was evaluated. This exploration revealed how hegemony of the elite class was maintained and shaped the individualities of the people while perpetuating pseudo-individualism. In this regard, a link was created between Noam Chomsky's critique of mass media in *Manufacturing Consent* and Adorno and Horkheimer's concept of the Culture Industry, applying these theories to the 1920s media landscape while drawing the parallels between the Jazz Age and the contemporary Influencer Industry. It was concluded that Gatsby and other characters are conformists, their identities were manufactured by the media-driven societal standards of their time, reflecting how the elites and influencers continue to mould the identities of people in the 21st century.

Key words: Manufactured consent, pseudo-individualism, *The Great Gatsby*, contemporary social media culture



Effect of Educational Technology on Students Visual and Spatial Learning at Secondary Level

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Abstract: This study looked at the effects of educational technology on secondary school students' visual spatial learning as well as the demographic variations in its use. The study was delimited to secondary schools in Bagh city, focusing on technologies such as mobile devices, podcasting, internet, cloud, lesson plan videos, smartphones, and digital textbooks, and included only gender and sector demographics for statistical analysis. A quantitative research approach was employed, using a cross-sectional and correlational design. Data were collected from 260 teachers and 380 students through stratified random sampling, with reliability and validity ensured through expert validation and pilot testing. Findings revealed widespread use of educational technologies such as computer projector systems, smart boards, and computer labs, with varying degrees of implementation. A moderate positive correlation was found between educational technology use and students' visual spatial learning, particularly in research engagement and course offerings. There were no discernible gender disparities in the amount of technology used, suggesting that male and female students were equally engaged. But in auditory, female students did better than male pupils. Visual and tactile learning modalities, demonstrating superior visual spatial learning abilities. Recommendations include establishing standardized guidelines for technology implementation, enhancing network and technology access, and promoting the curriculum's incorporation of instructional technology to enhance students' understanding of visual and spatial learning. Further research is suggested to explore long-term impacts and demographic disparities in visual spatial learning.

Key words: Visual and spatial learning, educational technology, secondary level

Relationship between Work-Life Balance and Occupational Stress among Male Secondary School Teachers

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Abstract: This research study aimed to examine the relationship of work-life balance (WLB) and occupational stress to District Bagh's male secondary school teachers in Azad Jammu Kashmir. The study was delimited to the male teachers of secondary schools in district Bagh Azad Jammu and Kashmir. The target population of the study was 362 male teachers of the public and private sector's secondary schools in district Bagh. To measure the level of teacher training on the use of ICT in Tanzanian classrooms, a quantitative method with a cross-sectional survey research design was used to obtain the data from 181 randomly selected teachers. For the selection of sample of the study, Krejcie and Morgan (1970) table on sample size determination was used. To analyze the collected data, the analysis was carried out using Descriptive statistics and Correlations. Specifically, results presented moderate levels of WLB among the teachers across the four domains: Workplace WLB-support, WLB-distraction at work, work distraction personal, and personal WLB-distraction at work. Satisfaction concerning teachers' work interference and effectiveness of their numerous roles was moderately high. Based on the results, the following factors were highlighted – time pressure, lack of support, working conditions, lack of administrative support, negative communication with learners and parents, low salaries and facilities. As for work-life balance and occupational stress level, results showed that urban teachers had better work-life balance and higher occupational stress level than their rural counterparts. In relation to occupational stress and work-life balance, the findings showed a positive relationship, meaning that employees who had a better work-life balance had higher stress scores. Recommendations include development of such supportive policy, creation and maintenance of collaborative and supportive work environment, support for professional growth of the employees, and constructive participation from parents and students.

Key words: Work-life balance, occupational stress, male secondary school teachers

Effect of Parental Conflict on Student's Academic Achievements at Secondary Level

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Abstract: Relationships are never completely free from arguments and conflict. Conflict between parents is bad for teenagers. When there is parental strife, children show sadness. Their reactions include fear, worry, annoyance, melancholy, and depression. They also face a significant risk of developing a negative personality. Teens from high conflict homes are likely to struggle with social competence, inferiority complex, and poor communication skills. This study has identified factors related to parental conflicts and the detrimental effects they have on the development of teenage personalities. The primary aim of the study was to examine the negative effects of parental conflict on students' academic performance. District Bagh, Azad Jammu and Kashmir hosted a cross-sectional study to identify stark differences in the study's social, psychological, cultural, and demographic dimensions. To get significant, conclusive results, the qualitative approach was applied. With regard to the conjecture of research findings, this study design enhances scope of the investigation. A sample of one hundred respondents was obtained, who were affiliated with ten schools in the Bagh district. The adolescents that were chosen as respondents ranged in age from 12 to 17. To investigate the research objectives, a closed-ended questionnaire was created. Based on frequency, percentage, correlation, and regression analysis of the data, it was found that the teenagers' poor health and

academic performance were significantly correlated with sex, step-siblings, structure of family, family size, and level of parental conflict. An investigational and cross-sectional design was used in a quantitative manner. Findings revealed that there was a positive correlation found between parental conflict and academic achievements and health of students. The adolescents' entire sibling group, drug abuse, and health issues were also determined to be important factors. It is suggested that the AJK government should take steps to raise awareness about the importance of minimizing the extent of parental conflict. The government should focus on issues of violence and unemployment as these are also major causes of parental conflict.

Key words: Parental conflict, student achievement, secondary level

Job Satisfaction of Academic Staff in Universities: A Comparative Analysis Between Tenure Track System and Basic Pay Scale System

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Abstract: In this research, we aimed to explore the correlation among various facets of job satisfaction experienced by university academicians including assistant professors and associate professors in AJ&K, Pakistan, and to analyse how these variations impact the overall job satisfaction of academicians. The participants in this research were assistant professors and associate professors working in the selected public universities of AJ&K chartered by the Higher Education Commission (HEC) of Pakistan. We distributed 167 questionnaires to potential participants selected from three universities. Of these, 96 completed questionnaires were received, resulting in a response rate of 57 percent. The findings of this study reveal the issue of salary disparity between BPS and TTS employees working in the public universities. Faculty members employed under TTS statutes in universities expressed higher satisfaction levels regarding their salary, supervisory support, and promotion policies compared to those working under BPS system. Conversely, faculty members employed under BPS system in universities reported greater satisfaction with the behaviour of their colleagues and perceived job security. This study is confined to the selected universities of AJ&K, and therefore, the findings cannot be generalized to other industries. Replication of this research using the same methodology is warranted in different industrial sectors to ascertain the generalizability of the results. The study provides practical recommendations for educational institutions and human resource managers on strategies for salary management, promotion protocols, employee retention, and fostering equity within organizations.

Keywords: Job satisfaction, BPS, TTS, academic staff, university

From Geo-strategic to Geo-economics: Assessing Pakistan's Engagement between the US and China

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Abstract: The 21st-century US-China great powers competition has fundamentally constrained global order into flux. With the emergence of the Indo-Pacific as a new regional construct, Pakistan is poised with formidable challenges and strategic constraints in managing its historical ties, constructing new priorities and shaping viable policy outcomes in the changing dynamics of international politics. Based on investigating the geostrategic interactions in Pakistan-US relations and geo-economic analysis in Pakistan-China relations, the paper highlights that Pakistan seeks to ‘construct zero-enemy’ narrative by maintaining its competitive coexistence and return-maximization on both sides while simultaneously building risk-avoidance on geo-economics over geopolitics in addressing the lingering economy, status dilemma in South Asian geopolitics and geo-security complications at hand.

Key words: Geo-strategic, geo-economics, Pakistan’s Engagement, US, China



Workplace Incivility and Silence in the Women Universities of Pakistan

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Abstract: Workplace incivility is referred to as behaviors that demonstrate a disregard for others in violation of workplace norms for respect and encompasses a wide range of disruptive actions. This study delves into the phenomenon of workplace incivility and the often-neglected issue of silence within organizational settings. The impact of workplace incivility, primarily stemming from individuals in top positions, can be pervasive, affecting not only the targeted individuals but also those who witness such behaviors and the overall performance of an organization. Women have always been reported to be the victims of harassment and discrimination in the workplace. However, based on the experience of working in a women-only university, where instances of incivility have been observed by the author, this research seeks to contribute to the existing body of literature by focusing on workplace incivility and silence within higher education, particularly in the unique context of women's institutions. The study aims to address the ambiguity surrounding terminologies related to workplace mistreatment and emphasizes the importance of distinguishing workplace incivility from other terms such as harassment, bullying, or aggression. Workplace incivility, characterized by rudeness that violates mutual respect norms in a professional setting emerges as a fitting concept to describe the observed behaviors without the connotations associated with sexual harassment. While workplace incivility has been extensively studied, there is a gap in the literature regarding qualitative investigations, and none specifically explores these issues within academic institutions. This working paper aims to fill this gap by conducting a qualitative exploration of workplace incivility and silence in women universities. With an interpretivist epistemological stance, this study aims to delve deep into the subjective experiences of the victims of workplace incivility through narrative methods. By shedding light on the nuances of these behaviors in the unique context of higher education, the study

seeks to provide valuable insights for organizational leaders, policymakers, and researchers interested in fostering respectful and healthy workplace environments.

Keywords: Workplace incivility, organizational silence, respectful work environment

Representation of Social Constraints on the Way to Woman Emancipation in Pakistani Society through the Selected Poetic Verses from the Poetry of Perveen Shakir

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Abstract: Parveen Shakir, a renowned poetess, a professor and civil servant, raised the voice against social atrocities, social restrictions on women, and she had a cynical belief on eternal love. She was born in Petrarchan society where the women were not given the right to express their tender feelings of love, nor they were allowed to choose their partner on their own will. The society expects them to behave as passive beings. On the other hand, the poetess was a resilient, autonomous, romantic, and free woman living in a society that did not appreciate such features in a woman. She expressed her feelings in her poetry to unveil the strongly rooted patriarchy in Pakistani society. The current study was conducted to explore the social restrictions on women and challenges to express their feelings. For this purpose, 15 couplets were selected purposefully as data for this study. The data was analyzed through hermeneutic tradition with post-modern dimension. The study found that expression of love turns the people against a woman, man is naturally insincere to a woman, indifferent attitude of a man to a woman's love, man has no issue on breaking love affair but issue is with woman's love, and uncertain expectation of her pure love from a man.

Key words: Social constraints, women emancipation, Pakistani society, Perveen Shakir

The Impact of Technology on Modern Education

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AD Finance & PS to the Treasurer Women University of AJ&K Bagh



Abstract: This study investigates the profound impact of technology on contemporary education. As digital tools and platforms evolve at a rapid pace, traditional educational methods are being reshaped. This paper delves into the integration of online learning environments, the utilization of digital resources within classrooms, and the influence of artificial intelligence on personalized education. By

synthesizing current literature and analyzing case studies from various educational contexts, this research underscores both the advantages and challenges of these technological advancements. Findings reveal that technology significantly enhances access, student engagement, and individualized learning experiences. However, it also introduces issues such as the digital divide, privacy concerns, and the necessity for comprehensive teacher training. The study offers actionable recommendations for educators and policymakers to effectively harness technological innovations, maximizing their benefits while addressing potential drawbacks.

Key words: Impact of technology, modern education, Women University of AJ&K Bagh

Expressions of Emotion: A Metaphorical Analysis of Love and Hate in American and Azad Kashmiri Contexts

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Abstract: This study delves into the metaphorical constructs of love and hate within two distinct cultural contexts: the USA and Azad Kashmir. By examining the language and expressions used to convey these profound emotions, the research aims to uncover the underlying cultural and cognitive frameworks that shape how individuals from these regions perceive and articulate love and hate. Employing a comparative approach, the study analyzes a diverse range of textual sources, including literature, media, and everyday speech, to identify prevalent metaphors and their variations. The findings highlight significant cultural differences and similarities in metaphorical expressions, offering insights into the ways cultural background influences emotional language. This research contributes to the broader understanding of cross-cultural communication and emotional expression, providing valuable perspectives for linguists, anthropologists, and those interested in intercultural studies.

Key words: Expressions of emotion, love and hate, American context, Azad Kashmir

Advancing Education Through Digital Learning: Trends and Challenges

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Abstract: Digital learning has revolutionized the field of education by blending technology-based tools with conventional modes of teaching, offering new opportunities for improved learning experiences. This study explores the current trends, teacher perception in using digital tools and challenges in the integration of digital technology into educational settings. The study was descriptive and a survey method was used to collect data. Both private and public institutions of the city Kotli (that offer BS programs) were the population of study. Two questionnaires were developed to collect responses from students and teachers at BS-level programs. The findings of the study reveal that educators are using digital learning platforms at a high rate. The most popular ones are LMSs and interactive multimedia tools that are very useful in the teaching-learning process. Findings have also shown that it has positive effect on students' engagement and flexibility in learning. Some challenges hindered effective digital learning such as unavailability and lack of robust technological infrastructure, digital equity issues, and teachers' digital proficiency in using digital tools. It is recommended that policymakers, educators, and administrators need to arrange professional training programs for enhancing teachers' digital literacy and pedagogic skills in using digital tools. It is also recommended to allocate resources to upgrade technological infrastructure and ensure equal access to all students.

Keywords: Digital learning, multimedia, digital literacy, student engagement

Impact of Trade and Foreign Direct Investment on the Stages of Human Development Index

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Abstract: This study explores the nexus among trade, Foreign Direct Investment (FDI) and Human Development Index (HDI). We investigated the phenomenon from two angles: first, we look into how trade and FDI affect the global HDI and for this purpose, we used annual data of 195 countries. Secondly, we classified countries into three groups according to their economic status, developed, developing and transitional economies include 111 developing countries, 37 developed countries and 17 transitional countries. The data collection encompasses the years between 1990 and 2021 and data is taken from World Development Indicator (WDI) and United Nation Development Program (UNDP). In this research, the HDI is calculated using three different econometric models: trade, FDI, and the moderating effect of FDI. We utilized ordinary least square estimation with fixed effect methods to investigate the nexus between these variables and we also assessed robustness of our findings by estimating the regression using the Pseudo Poisson Maximum Likelihood (PPML) method. Overall findings demonstrate that trade and FDI can have positive consequences at all four stages of the HDI, and association between trade and the stages of the HDI can be strengthened by the moderating effect of FDI. Furthermore, in developed and developing countries, trade and FDI have the same impact on HDI, however, in transitional economies, they have a negative impact and the moderating influence of FDI is likewise unable to strengthen the connection between trade activities and the HDI. The study suggests that the governments of these nations might should foster trade and Foreign Direct Investment (FDI) with prime priority endeavors.

Key words: Trade and foreign direct investment, stages of human development index

Building Bridges: The Role of Co-worker Trust and Inclusive Leadership in Reducing Employee Cynicism in Pakistan's Higher Education

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Abstract: This study looks into the relationship between coworker trust and employee cynicism, with a focus on inclusive leadership as a mediator and employee resilience as a moderator in Pakistani Higher Education Institutions (HEIs). Data was gathered from employees at various HEIs in Pakistan, and structural equation modelling was used to examine the relationships between the variables. The findings showed a significant relationship between coworkers' trust and employee cynicism. Furthermore, inclusive leadership partially mediated this relationship, implying that high inclusive leadership is associated with low cynicism. In addition, employee resilience was found to moderate the relationship between inclusive leadership and employee cynicism, implying that higher levels of resilience decrease the negative effects of cynicism. These findings shed light on the complex dynamics that exist within HEIs and offer valuable insights for fostering a positive work environment and improving organizational effectiveness.

Keywords: Coworker trust, employee cynicism, inclusive leadership, employee resilience

Remittances as Contributing Factor in Mitigating Pakistan's Economic Crisis

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Abstract: Remittances, the money sent back home by the Pakistani diaspora, have become a crucial component of Pakistan's economy, especially in times of economic distress. This study explores the multifaceted role of remittances in mitigating the economic crisis in Pakistan, focusing on their contribution to household consumption, poverty alleviation, and the stabilization of foreign exchange reserves. In recent years, Pakistan has faced significant economic challenges, including high inflation, unemployment, and fiscal deficits. During such periods, remittances have acted as a financial buffer, providing a steady source of income for many households. The remittances have supported daily consumption needs as well as facilitated investments in health, infrastructure development, education, and small businesses, thereby contributing to poverty alleviation. Moreover, remittances have played a vital role in stabilizing Pakistan's foreign exchange reserves. This, in turn, aids in maintaining the stability of the national currency and mitigating the pressures on the exchange rate. The study also examines the geographical distribution of remittance flows and their impact on regional economic disparities within Pakistan. By analysing data from various regions, the research highlights how remittances contribute to regional development and economic equity. In conclusion, remittances serve as a critical financial lifeline for Pakistan, offering significant socio-economic benefits that help mitigate the adverse effects of economic crises. The findings underscore the need for policies that support the facilitation and effective utilization of remittance flows to enhance their positive impact on the economy. This study provides a comprehensive understanding of the importance of remittances in economic stabilization and offers insights into how they can be leveraged for sustainable economic development in Pakistan. The research will utilize secondary data sources and a review of existing literature to achieve its objectives.

Key words: Remittances, contributing factor, mitigation, Pakistan's economic crisis

Cycle of Loss in the Subcontinent: A Postcolonial Study of Qurratulain Hyder's *River of Fire*



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Abstract: This research study endeavors to unfold the long-lasting impact of colonialism in the subcontinent highlighted in the novel, '*River of Fire*' by Qurratulain Hyder by using Frantz Fanon's concept of 'Colonial Trauma'. The study analyzes the collective 'loss' faced by the subcontinent and its people and aims to define it, as the loss has not a limited meaning in this context, following the loss of wealth and land alongside the deeper loss of culture and identity. This study is a qualitative analysis of the selected primary text and uses the postcolonial lens as the theoretical framework for the analysis. Postcolonial lens measures the postcolonial contents of the novel that describe the condition of the land after the colonizers leave it for good and the consequences the land and its people face later on. The conceptual framework for the analysis is Frantz Fanon's theory of colonial trauma which helps in analyzing the research questions and eventually achieving the required objectives of the study. Using Frantz Fanon's theory, this study explores that the impact of colonization does not end when it is ceased physically, rather its impact is long enough to continue and alter the minds of the colonized even after colonization is dismantled, as it leaves a psychological trauma for the colonized people from which they never recover. The study claims that the colonized people end up finding themselves in a state of identity crisis where they are far from their true culture, traditions and social identity. This study contributes to the deeper understanding of the impact of colonization in the subcontinent during both

colonial and postcolonial times. Using the framework, the study demonstrates the concept of ‘loss’ in terms of not just the land and wealth but the loss of identity and cultural norms as well.

Keywords: Colonialism, alienation, subcontinent, colonial trauma, identity, culture, psychological trauma

Analyzing Ecological Othering Depicted in the Selected Texts: An Eco-imperial Perspective

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Abstract: Environmental crisis has become one of the most serious concerns in the present time world. Whereas such issues have discussed by environmentalists, biologists and other scientists, they have appealed to literary authors as well. The present study discusses the selected texts of Arundhati Roy, Margret Atwood and Khalid Hosseini in relation to ecological concerns. The current study utilizes the notions of ecoimperialism, ecofeminism and post-colonial eco-criticism for the analysis of the selected texts. The study concludes that in the wake of unchecked materialism, war and colonization land have been manipulated and left as other. The study reveals imperial interventions in the emergence of ecological crisis.

Keywords: Environmental crisis, ecological othering, war, ecological imperialism

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Conference Recommendations

- Transition of education into Digital format is the need of hour, although Chatbots cannot feel like human beings but can work like them and are going to replace human beings in the years to come. Realising its importance, the concerned quarters should implement policies to incorporate subject matter as per demand of the day.
- State needs to maintain professional and academic as well as healthy ambiances in the universities. The same needs to reflect in social sectors.
- The time now onward is the time of Artificial Intelligence and higher education institutions should equip their students and faculty with this knowledge to cope up with newly emerging challenges and issues.
- We can live without English as we were living successfully before arrival of British empire. So there is need of alternate discourse to cater the challenge of imperialism of English from our educational system.

- Every community has right of representation of their own culture and promotion of native languages like Gojri and Pahari should be promoted.
- Islamic values must be added in every academic field right from the beginning to the higher educational levels.
- We should blend native language with international lingua Franca.
- Women empowerment is possible only if women universities like this institution are empowered by the government with special focus.
- It was emphasized to re-imagine social contract and opportunities for the lower social classes should be created and they should be brought to the national socio-economic arena through education.
- Training of the university employees is need of the hour. In this respect, universities should step forward to train the newly inducted employees utilizing their own senior faculty staff for smooth running of the institution's technical, academic and administrative matters.
- There is a need of Devine contract and the institutions should adopt new lens whether this is the Lense of linguistics, economics, politics or education to meet the newly emerged challenges.
- Syllabus should be designed with holistic approach covering all aspects of human development.
- Learning Arabic needs to be made the part of national language policy along with advancement of Urdu and local languages. Emphasis on Arabic learning would enhance interest to comprehend the Arab culture and would be beneficial to bring Arabs close to Pakistanis.
- National level independent research centre may be established to collect the research findings from researchers of diverse academic areas with particular focus on designing the rules for human progress derived through the Holy Quran as Allah Almighty is the Creator of this Universe and His laws and guidelines are the only laws and guidelines to follow and be implemented.
- Academia should be encouraged to work for brief literature built on challenges of social media and national integrity, and this literature should be implemented in the elementary classes without wastage of time.

