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## **Editorial Note**

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Our immense pleasure is to present you with our pristine collection of articles. The assemblage of research articles is based on the spirit of interdisciplinary exchange and growth of knowledge. It is in an intellectual pursuit to make bridges among our academic experts, prolific writers, policymakers, and young scholars and students. JPRSS was introduced in 2014 by the Faculty of Social Sciences and Humanities at Minhaj University Lahore. It is an international, open access, bi-annual, and peer-reviewed social Sciences journal.

JPRSS is a collective effort. Our team members aim to synergize their potentials and efforts to create a multi-disciplinary, productive, and inclusive international academic fraternity in Minhaj University Lahore. Moving forward with a pro-student approach, we consider students and young scholars as our primary asset and important target audience. The basic purpose is to develop a reading habit and promote a culture of knowledge exchange in students. Therefore, we encourage academia, experts, writers, and young scholars to contribute theoretical and empirical research papers and articles with current and historical insights. To acknowledge the significance of the latest debates and discussions and pitch in with these emerging discourses, JPRSS also accepts the reviews of the latest books or texts for publication.

The recent JPRSS presentation included a variety of cross-disciplinary social science topics. Ifra Iftikhar and Humayun Sattar contributed the first paper, titled "Exploring the Complexity of Feminist Beliefs: Gender, Education, and Mother's Work Status as Predictors." The research looks at how feminism, gender equality in political leadership, gender stereotypes, and

women's political engagement are impacted by age, education, gender, and the job status of mothers. Additionally, it advocates the need for further exploration into the connection between cultural expectations, feminist ideas, and gender norms, as well as the potential impact of political inspirations on individuals' involvement with feminist perceptions.

Researcher Mudassar Hussain from the Department of Media and Communication Research, School of Communication Studies at the University of the Punjab Lahore wrote a paper titled "Communicating Climate Risk Effectively? Editorial Coverage of Climate Change in Leading Urdu Language Newspapers (September 2018 to August 2021)" that focuses on combating climate change, one of the UN's sustainable development targets. The media may exaggerate or minimise the impact and effectiveness of addressing climate change. In order to accomplish the goal of efficient risk communication, there must be a balance in coverage.

Three researcher from Asipre College Lahore, Hina Khan has written an article for the journal titled "Influence of Pakistani TV Channels on Language and Dressing of Women: A Study of Geo and Hum Tv Dramas" in collaboration with Abdul Ghani, Associate Professor at NCBA&E Lahore, and Maryam Cheema, Lecturer at Punjab Group of Colleges, Faisalabad. This essay argues that the mass media, particularly Television, has the most substantial effect on its viewers' habits. Since the advent of cable and satellite communications, the impact of Geo and Hum TV dramas on women has significantly increased. Using the Cultivation Theory, the effect of Geo and Hum TV shows on women was investigated.

An article titled "Examining the Impact of Illness Perception and KAP (Knowledge, Attitude, Practice) on Eating Behavior and Diabetic Self-

Management among Type II Diabetic Patients" was presented by MS research scholars, Fizza Liaquat from Riphah Institute of Clinical & Professional Psychology at Riphah International University, Lahore, Pakistan. Her research aims to evaluate how Type II diabetic patients perceive their illness in relation to their eating habits and how they perceive their condition in relation to their self-management. The study also seeks to understand why Type II diabetic people need to improve their KAP and self-management, and it makes some recommendations for future research.

The paper " Reasons for Pak- Afghan Conflict" by Mr. Amjad Ata, Lecturer in PSE Law College, was published in JPRSS. His research looks into the conflicts and their causes along the 2250 km Durand line that divides two states. The main objective of this study is to evaluate Pakistan-Afghanistan ties historically and to pinpoint the largest obstacles to a positive and productive partnership.



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