



Name of Journal: UCP Journal of Mass Communication (UCPJMC)

About the Journal

UCP Journal of Mass Communication (UCPJMC) is recognized by HEC in Y-Category. It is a multidisciplinary peer-reviewed journal in the field of Mass Communication. The journal is published bi- annually by the Faculty of Media and Mass Communication, University of Central Punjab (UCP), Lahore, Pakistan.

The UCP Journal of Mass Communication is a scholarly publication dedicated to advancing the understanding and exploration of various aspects within the field of mass communication. This peer-reviewed journal serves as a platform for researchers, academics, and professionals to contribute original research, theoretical discussions, and critical analyses that encompass a broad spectrum of topics related to mass media, communication theories, journalism, digital media, public relations, and other relevant areas.

Journal Description

UCP Journal of Mass Communication (UCPJMC) is recognized by HEC in Y-Category. UCP Journal of Mass Communication is a double-blind peer reviewed biannual Journal that provides a platform for examination of a wide range of traditions and practices in the field of mass communication to promote scholarly debate and dialogue. This Journal encourages research that contributes to the advancement of mass communication as an interdisciplinary field.

Objective

The editorial goal of UCP Journal of Mass Communication is to provide an opportunity to research scholars for thought-provoking inquiry of issues pertaining to mass media and communication.

Aims and Scope

UCP Journal of Mass Communication engages in significant deliberations of the crucial issues of media and mass communication, drawing on a number of interdisciplinary perspectives encompassing both theoretical and empirical research. This Journal publishes both qualitative and quantitative research, state of the art reviews and book reviews relating to the following broad areas of research:

- Health Communication
- Development Communication
- Advertising & Persuasive Communication
- Social Media
- Gender & Media
- International Communication
- Media, Religion & Identity
- Media, Culture and Society



- Digital Humanities
- War, Conflict and Peace Studies
- Political Communication
- Media and Political Economy
- Communication Management

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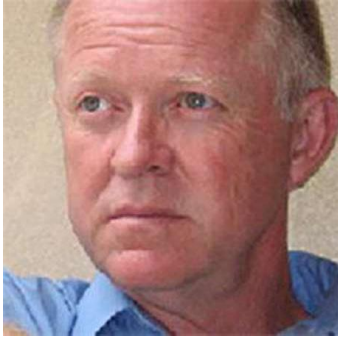
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Call for Research Papers

UCP Journal of Mass Communication (UCPJMC) is a bi-annual double blind-peer reviewed journal which endeavors high-quality research by exercising editorial control and peer review policy. UCPJMC encourages researchers from all areas of media and mass communication to send their good quality research articles, state-of-the-art reviews and book reviews for publication.

All original research articles and reviews papers published by UCP Journal of Mass Communication are available on its website with full text instantly after acceptance. Authors retain copyright of their published articles and grant the journal and its publisher a non-exclusive license to publish, distribute, archive, and preserve the work. All articles are published under the Creative Commons Attribution (CC BY) License, which permits unrestricted use, distribution, reproduction, and adaptation in any medium, provided the original work is properly cited. Only one article can be published by an author in the same issue, and a maximum of three contributors will be allowed in one article.

Submission Deadline

There is no deadline and research papers can be submitted to UCPJMC throughout the year.

Ethical Guidelines for the Editor

The Editor of a research journal should be responsible for:

- Establishing and maintaining quality of the journal by publishing quality papers in his/her journal.
- Promotion of freedom of expression within the cultural, constitutional/legal framework.



- Providing integrity and credibility of the research contributions.
- Maintaining ethical standards of their journal.
- Providing corrigendum for any correction, clarification and apologies where required.
- Encourage new ideas and suggestions of authors, peer reviewers, members of editorial board and readers for improving quality of his/her journal.
- The Editor should only shortlist research papers which have relevance to the scope of the journal clearly stated in the Journal, using his /her judgment, but without any personal bias.
- Apply the process of blind peer review in true letter and spirit.
- Promote innovative findings in respective field and publishing them on priority. Promote anti plagiarism policy.
- Educate contributors (authors) about ethical practices in research, and implement the journal's policy without institutional pressure and revise the policy from time to time.
- The Editor must ensure that the Editorial Advisory Board of the Journal comprises prominent scholars of the field who can adequately promote the journal and may appoint members for a prescribed duration and add or revise constitution of the Board if required.
- The Editor should inform new board members about ethical guidelines and their expected role and update the Editorial Board members about development, challenges and any changes made in the journal policy.
- The criteria for the selection of research papers must be impartial and the Editor should select academically and scientifically sound articles.
- The Editor should disregard the discriminating factors, e.g., gender, race, ethnicity, religious belief, cultural sentiments, political affiliation, seniority and/or institutional association of the author(s) while selecting articles for publication.
- The Editor must ensure confidentiality of the author(s) and reviewers during the process of double-blind peer review.
- Information pertaining to a research paper should not be disclosed by the Editor to anyone except the author(s) and reviewer(s).
- The Editor should prepare clear guidelines about preparing and formatting of a paper and print these guidelines in each issue of the journal.
- The Editor should encourage reviewers to comment on the validity of submitted research paper and identify subtle '(simple copy-paste)' and/or 'blatant (paraphrasing)' type of plagiarism, if, practiced by the author(s).
- The Editor should confirm plagiarism (carry out objective check through Turnitin) and/or searching for similar titles to the submitted research paper, and
- The Editor should be prepared to publish a corrigendum, remove and retract a plagiarized article if it comes to his/her knowledge subsequent to its publication.
- The Editor must not use any unpublished information/data from the submitted research paper without the permission of the author(s).
- Any information received after the peer review process must be kept confidential and not used for personal gains.

Frequency of Publication

UCP Journal of Mass Communication (UCPJMC) publishes two issues a year.

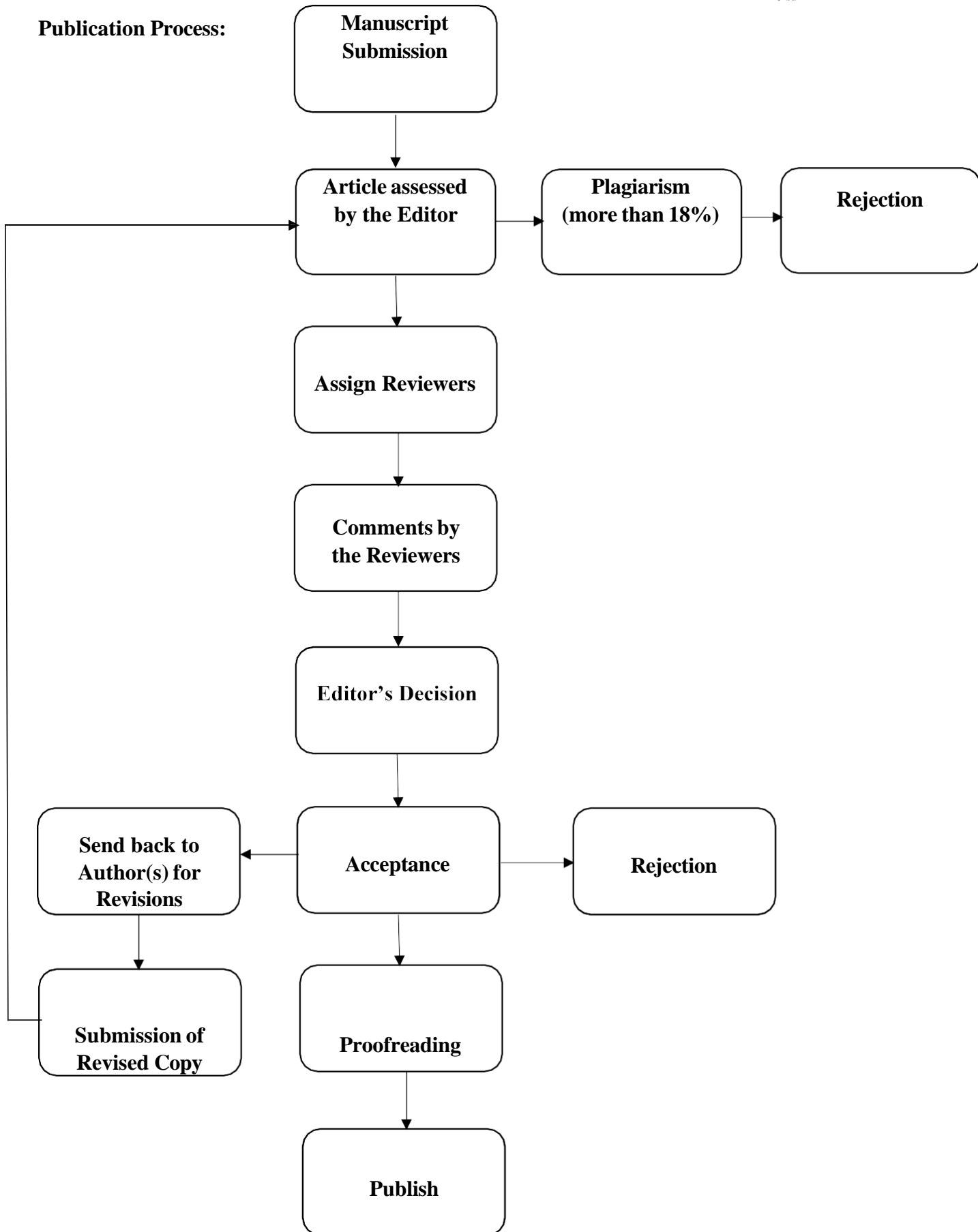
Guidelines for Submission of Research Articles

1. Authors are required to upload the manuscript without any details about the authors and their institutional information or any other information which can reveal identity of the author.
2. A title page carrying authors' names, their institutional affiliation, their contact details along with any acknowledgements, conflict of interest (if any), and declarations must be uploaded separately from the manuscript.
3. Authors' consent and declaration form must be uploaded separately with the title page and manuscript.
4. Authors must adhere to the ethical consideration that the research work submitted to the journal is their original work and is not submitted/presented elsewhere for publication.
5. Manuscripts in English language should be submitted to the journal within the range of 5000-7000 words in Microsoft Word file with A4 size and 12-point Times New Roman fonts. It should be submitted through portal and not through email.
6. An abstract comprising 200-250 words should be structured as a summary reflecting the objectives, theoretical foundation, methodology, and main findings. Abstract must not contain any citations.
7. Article should be properly formatted according to APA format (7th-edition) including citations.
8. References should also be compiled according to the 7th edition of APA style.
9. Only one article can be published by an author in the same issue.
10. Manuscript must be submitted at OJS-system of the journal with a clear cover letter in which title of the article, authors' names, institutional affiliations of authors, contact details of authors, corresponding author and any other information related to research work that author wants to share.
11. Maximum of three contributors/authors will be allowed in one article.
12. Any drawings/charts/illustrations/graphs used in the research work must be compiled in form ready for printing. Each one has clear number and caption according to APA format.



13. Tables must be readable and properly labelled.
14. Translated words and terminologies in English must be properly spelled according to standard dictionaries.
15. Author(s) must submit Plagiarism Report (*Turnitin*) along with the manuscript.
According to HEC plagiarism policy, a maximum of 19% similarity index is allowed.
16. Every manuscript that is submitted to the journal for publication will be initially screened by the editor/editorial board in order to determine the relevance of research with scope of the journal. After initial screening, accepted manuscripts will undergo a double-blind peer review process. Reviewers' comments will be shared with the author and in case of recommended revision, author will be given the time to make changes and re-submit the work. After a comprehensive screening process, acceptance or rejection will be communicated to the corresponding author.
17. The Editor/Editorial board has the right to make minor changes and edit the draft (with the permission of authors), ask for revision or even reject the paper on quality issues/scope of the journal.
18. Authors must know that any research paper cannot be withdrawn after it is peer-reviewed, provided the approval from editor/editorial board in special cases.
19. Authors retain copyright of their published articles and grant the journal and its publisher a non-exclusive license to publish, distribute, archive, and preserve the work. All articles are published under the Creative Commons Attribution (CC BY) License, which permits unrestricted use, distribution, reproduction, and adaptation in any medium, provided the original work is properly cited.

Publication Process:



Peer Review Policy

Introduction

All the manuscripts submitted to UCP Journal of Mass Communication go through a rigorous peer review process, which ensures that the quality of the research articles is of high standard.

Double Blind Peer Review

Double-blind peer review allows for transparency and neutrality by keeping the identity of the author(s) of a manuscript hidden from the reviewers. It also hides the identity of the reviewer from the author(s). This way, the author(s) or the reviewer(s) do not influence the process of review.

The Peer Review Process

UCP Journal of Mass Communication has a three-stage process of review.

1. In the first stage, the manuscripts are reviewed for:
 - a) plagiarism
 - b) relevance of research articles with the scope of journal.
 - c) correctness of language, and overall structure
2. Manuscripts that are successful in the first stage move to the second stage of review. At this stage, manuscripts pass through the double-blind review process. Two reviewers having expert knowledge of the subject area are selected by the editorial board. The manuscript is sent to the reviewers after removing the identity of the author(s).

The reviewers evaluate the manuscript in terms of originality, contribution to the field, clarity of presentation and depth of research. Then they make one of the following decisions about the manuscript:

- a). Requires minor revisions
- b). Requires moderate revisions
- c). Requires major revisions
- d). Not suitable for further processing. In this case, the reviewer provides specific reason(s) why the manuscript cannot be further processed.

After the editorial team receives the reviewers' comments, they evaluate it. If both reviewers have contradictory comments about the manuscript, it is then sent to a third reviewer. Feedback received from all reviewers is then sent to the author(s) and the identity of the reviewers is kept hidden.

3. In the light of the reviewers' comments, the author(s) make changes in the manuscript and submit the revised manuscript to the editor. The manuscript then proceeds to the third stage of the review process. The editor of the journal reviews the original manuscript and the revised manuscript and makes one of the following decisions:

- a). Accept as it is
- b). Accept with minor corrections
- c). Requires major corrections
- d). Reject

Those manuscripts that are ‘accepted as it is’ are scheduled for publication, whereas manuscripts that require ‘minor or major corrections’ are sent to the author(s) for corrections suggested by the editor and the reviewers. After the corrections are made, the editor reviews the manuscripts again before they are accepted for publication.

Ethical Guidelines for the Reviewers

- The Reviewers should inform the Editor, if they do not have the subject expertise required to carry out the review and s/he should inform the Editor immediately after receiving a request.
- Be responsible to act promptly and submit review report on time.
- Immediately inform the Editor of any possible delays and suggest another date of submission for a review report, and
- Not unnecessarily delay the review process, either by prolonged delay in submission of their review or by requesting unnecessary additional data/information from the Editor or author(s).
- The reviews should be objectively carried out with a consideration of high academic, scholarly and scientific standards.
- All judgments should be meticulously established and maintained in order to ensure the full comprehension of the reviewer’s comments by the editors and the author(s).
- The reviewer may justifiably criticize a manuscript but it would be inappropriate to resort to personal criticism on the author(s), and
- The reviewers should ensure that their decision is purely based on the quality of the research paper and not influenced, either positively or negatively, by any personal, financial, or other conflicting considerations or by intellectual bias.
- The data included in the research paper is confidential and the reviewer shall not be allowed to use it for his/her personal study.



- A reviewer must declare any potentially conflicting interests (e.g., personal, financial, intellectual, professional, political or religious). In such situation, s/he will be required to follow the journal's policies.
- If the reviewer feels unqualified to separate his/her bias, s/he should immediately return the manuscript to the Editor without review, and justify to him/her about the situation.
- Reviewers should consider the research paper as a confidential document and must not discuss its content on any platform.
- If the reviewer suspects that the research paper is almost the same as someone else's work, s/he will ethically inform the Editor and provide its citation as a reference.
- If the reviewer suspects that results in the research paper to be untrue/unrealistic/fake, s/he will share it with the Editor,
- If there has been an indication of violating ethical norms in the treatment of human beings (e.g., children, female, poor people, disabled, elderly, etc.), then this should be identified to the Editor.
- For evaluating originality, the reviewers should consider the following elements:
 - Does the research paper add to existing knowledge?
 - Are the research questions and/or hypotheses in line with the objective of the research work?
 - The reviewers should read the "Methodology" section in detail and make sure that the author(s) has demonstrated the understanding of the procedures being used and presented in the manuscript.
 - Further questions to be addressed are whether: the organization of the research paper is appropriate or deviates from the standard or prescribed format?
 - The reviewer must explicitly write his/her observations in the section of 'comments' because author(s) will only have access to the comments reviewers have made,
 - For writing a review report, the reviewers are requested to complete a prescribed form (s).
 - It is helpful for both the Editor and author(s) if the reviewer writes a brief summary in



the first section of the review report. This summary should comprise the reviewer's final decision and inferences drawn from a full review.

- Any personal comments on author(s) should be avoided and final remarks should be written in a courteous and positive manner.
- Indicating any deficiencies is important. For the understanding of the Editor and author(s), the reviewers should highlight these deficiencies in some detail with specificity. This should help justify the comments made by the reviewer.
- When a reviewer makes a decision regarding the research paper, it should be clearly indicated as 'Reject', 'Accept without revision', or 'Need Revision' and either of the decisions should have justification.

Publication Ethical Policy

UCP Journal of Mass Communication (UCPJMC) strictly follows the HEC ethical policy of publications. UCPJMC aims to apply for Cope membership which is committed to educating and supporting editors, publishers and those involved in publication ethics with the aim of moving the culture of publishing towards one where ethical practice becomes a normal part of the publishing culture.

Protecting Intellectual Property

UCP Journal of Mass Communication (UCPJMC) is committed to the protection of intellectual property. When supplementary materials are requested during review process, they will be subject to the double-blind review to maintain author's anonymity. Reviewer team members will not use ideas. Sharing of supplementary material is highly prohibited without explicit permission of author through editor-in-Chief or managing editor. Advice regarding specific, limited aspects of the manuscript may be sought from colleagues with specific expertise, providing the author's identity and intellectual property remain secure.

Fair play and Impartiality

UCP Journal of Mass Communication (UCPJMC) follows prescribed criteria for the selection of the research papers, academically and scientifically sound research manuscripts are selected for editorial review. There will be no discrimination on any basis like gender, race, ethnicity, religious belief, cultural sentiments, political affiliation, seniority and/or institutional association. Editorial team promptly respond to the author(s) of the papers submitted for publication and assign a specific number to an article submitted for processing; and pay impartial consideration to all research papers submitted for publication keeping merit at the top.



Publication ethics

UCPJMC is committed to upholding the integrity of the academic record. Its policies prohibit an author from submitting the same manuscript for consideration by another journal and does not allow publication of a manuscript that has been published in whole or in part by another journal. We encourage authors to refer to the Committee on 'Publication Ethics' International Standards for Authors.

Plagiarism

UCP Journal of Mass Communication (UCPJMC) believes in zero tolerance policy for plagiarism.

Publication Decisions

The Editorial team only shortlist research manuscripts which have relevance with the scope of the UCP Journal of Mass Communication (UCPJMC). All decisions will be taken by the Editor-in-Chief and Managing Editor as the result of double-blind peer review process without any personal bias.

Disclosure

UCP Journal of Mass Communication (UCPJMC) will not use any unpublished information/data from the submitted research paper without the permission of the author(s), and Any information received after the peer review process will be kept confidential and not used for personal gains.

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