

Editor's Note

The initiation of a new journal in Pakistan is a challenging task especially in the field of social sciences because of a dominant focus and an increased inclination of Higher Education Commission towards pure sciences. Research in the fields of science and technology has been considered a synonym for development therefore we see less and comparatively late developments in the field of social sciences and especially in the area of media and communication studies. This discipline has recently seen the advent of conceptual and empirical research epistemologies and local scholars, to great extent, are reluctant and hesitant in conducting grounded studies for proposing new theories. The indigenization and localization of theories and research is highly imperative for the ownership and growth of this field but it seems likely that in the case of Pakistan, the research robustness, especially at early level will take some more time. This particular reason is the cause of stress for local journal editors when they have to maintain the quality with a certain quantity of research papers. Undoubtedly, the local scholars are in need and they deserve an academic platform for publication with adequate guidance which JMCS is committed to provide. But due to his particular context, our team is faced with a paradox. In case, we go for high quality academic research, we will be left with only a few articles to publish and on the contrary, even slightly compromise on quality will be a disservice to the field of communication and media research. Consequently, keeping all these factors in mind, we have selected reasonably good articles and the ones which can be improved with certain revisions and for that we applied rigorous critical examination and evaluation procedures to support the young emerging authors in improving their articles. This indeed increased our work to many folds but with the help of a team of volunteers, we were able to publish our first issue. In this regard, we would like to extend our special thanks to Mrs. Shama Salman Khaliq for rendering her services and taking care of language issues.

We, as a team, are willing to carry on this nerve racking task to support the research in the field of media and communication studies in Pakistan.

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