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The main focus of the journal is to promote consciousness and awareness about gender equity and balance in human interaction including academic work. The Women Journal provides a forum for the presentation of scholarship and criticism about women and gender in the fields of literature, history, art, sociology, law, political science, economics, anthropology and the other sciences. The Women also publish research papers / review of books, film and theatrical performances / reports on national and international conferences, symposia and workshops etc. It has a highly qualified Advisory Board with strong commitment to gender issues, representing academics and research from around the world, including Pakistan.

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- The paper should include reference and bibliography.
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EDITORIAL NOTE

The current Sixth 2014 issue of Annual Research Journal of Gender Studies: ‘The Women’ addresses various concerns of the gender, society and culture, in compliance with the typical multi-disciplinarily of the journal. This issue is comprised of eight articles based on original research carried out in various fields. This Journal is affiliated with the world’s largest academic multi-disciplinary database in EBSCO host™ and also available on Sindh University website http://www.igs.usindh.edu.pk/Research.html.

The Journal opens with the article of Dr. Abida Taherani & Dr. Lawal Mohammad Anka on “The Role of Women in Agricultural Extension Services: A Case Study of Gusau, Local Government Area, Zamfara State Nigeria”. This article throws light on women’s participation in agricultural extension work and identified the factors that was responsible to non involvement of women in agricultural activities. The next contribution is by Dr Ayesha Ashfaque and others which is titled as “The Effects of Playing with White Dolls in Advertisements: A Case Study of Young Girls’ Exposure towards Mediated Beauty in Pakistan”. This study explores the effects of mediated white beauty through advertisements of fairness products in young girls of Pakistan.

The theme of this issue is countless covering social, economic and legal aspects of Women’s lives. The closing article is by Faiza Saleem, Rabia Mehmood & Dr H. B. Makhijani on “Language and Print Media: An Analysis of Rape Reporting in Daily Newspapers in Pakistan”. This paper provides an in-depth analysis of how language used in the newspapers reflects and promotes certain patriarchal notions about sex crimes and how the victims are directly or indirectly stigmatized through it. It also looks at legal aspects of the rape cases and the difficulties faced by the victims in order to get justice.

The Women’s team is grateful to the Honourable Vice Chancellor, University of Sindh, Professor Dr. Abida Taherani and Professor Dr. Pervez Ahmed Pathan, Dean, Faulty of Social Sciences, University of
Sindh, Jamshoro for their moral and kind support. The Institute of Gender Studies is highly indebted to national and international peer reviewers for communicating their valuable comments and suggestions, which have been duly incorporated by the contributors in subsequent modifications of their research for publications in this Journal. We have been assisted by the Focal Persons, University of Sindh, Jamshoro for scanning the research papers for plagiarism through an authenticated software ‘Turnitin’ before publication as per practice and policy of the Higher Education Commission. We are also obliged to the Editorial Board Members who always guide us for enhancing quality of this research journal.

Last but not the least, we highly welcome and appreciate our valuable readers for their encouraging feedback, suggestions and constructive criticism to enhance structural arrangement and quality of the journal positively.

Editor

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