ISSN: 1812-0687

Journal of Social Sciences

Vol. 7, No.1

August 2016



Patron

Prof. Dr. Muhammad Ali (T.I.) Vice Chancellor, Government College University Faisalabad

Editor

Dr. Ghulam Murtaza

Co-Editors

Dr. Ali Usman Saleem Dr. Abdul Qadir Mushtaq

Advisory Editorial Board

Prof. Dr. Holbrook Mahn, Department of Language, Literacy and Sociocultural Studies (LLSS), University of New Mexico, Albuquerque, NMN, USA

Dr. Adele M. Barker, Assistant Professor of Russian/Slavic Studies, University of Arizona, America

Prof. Dr. Saiqa Imtiaz Asif, Chairperson, Department of English, Bahauddin Zakariya University, Multan

Dr. Shaheena Ayub Bhatti, Associate Professor, HoD Research and Publication Cell, National University of Modern Languages, Islamabad

Dr. Pippa Virdee, Lecturer in History, Demount ford, England

Dr. Virinder S. Kalra, PhD, University of Manchester, Visiting Associate Professor, LUMS, Lahore, Senior Lecturer Manchester University, Lecturer (B), Leicester University

Dr. Ishtiaq Ahmad, Prof. Emeritus, Stockholm University, Sweden

Prof. Dr. Susan Buck-Morrs, Government Cornell University, Stockholm University, Stockholm, Sweden

Prof. Dr. Sikandar Hayat, Directing Staff at the National Management College (formerly Pakistan Administrative Staff College), Lahore

The *Journal of Social Sciences* is published annually by Government College University Faisalabad, Pakistan. All correspondence should be addressed to the Editor, *Journal of Social Sciences*, Government College University, Allama Iqbal Road, 38000-Faisalabad, Pakistan.

ISSN: 1812-0687

Subscriptions:

Pakistan: Annual Rs. 300
Foreign: Annual US \$ 20
All rights reserved

Copy right © 2016 by the Journal of Social Sciences

Printed by:

Misaal Publishers, Aminpur Bazar, Faisalabad. 0333-9933221

CONTENTS

ATTITUDES TOWARDS LANGUAGE VARIATION AND CHANGE: A CASE OF MULTAN DISTRICT Ali Ammar, Dr. Zia Ahmad, Sidra Iman	1
A CORRELATIONAL STUDY OF CRITICAL THINKING PEDAGOGY AND CRITICAL READING PROFICIENCY Sumaira Qanwal, Shahzad Karim	11
DE-RADICALIZATION AFTER OPERATION RAH-E-RAST Dr. Ghulam Mustafa, Imran Khan, Muhammad Imran	34
EXPLORING THE IMPACT OF GLOBALIZATION ON MARKETING STRATEGY IN A DEVELOPING COUNTRY Africa Makasi, Krishna Govender	46
FADAMA III PROJECT AND EMPLOYMENT GENERATION IN SOBA AND KUDAN LOCAL GOVERNMENT AREAS OF KADUNA STATE Dr. Abubakar Usman, Sani Abdullahi	75
SOCIO-ECONOMIC AND DEMOGRAPHIC FACTORS AFFECTING ADOPTION OF POPULATION CONTROL METHODS IN PAKISTAN Sofia Anwar, Hina Quddoos, Uzma Nisar	102
GAP BETWEEN EXISTING AND DESIRED LEVEL OF PERCEIVED ETHICAL COMPETENCES IN PROSPECTIVE TEACHERS: A CONTEXT OF PAKISTAN Muhammad Sarwar, Shafqat Hussain, Ashfaque Ahmad Shah, Shafqat Ali Shah	120
MARXIST CRITIQUE OF DISINTEGRATION OF INDIGENOUS VALUE- SYSTEM UNDER BOURGEOIS HEGEMONY IN MOHSIN HAMID'S NOVELS Tariq Mushtaq, Dr. Mazhar Hayat	140
GENERIC STRUCTURE OF ONLINE BLURBS OF FICTION BOOKS: A CASE STUDY FROM PAKISTAN Shahla Qasim, Aleem Shakir, Qurat-ul-Ain Arif, Zahida Hussain	154
NATIVE AMERICAN APPROACH TO THE RELATIONSHIP BETWEEN CULTURE AND NATURE IN ROLLING THUNDER BY DOUG BOYD Dr. Ghulam Murtaza, Dr. Ali Usman Salim, Muhammad Amjad	174

TRUCK AS A STORY-TELLING DEVICE: CURRENT TRENDS IN POPULAR	187
PORTRAITURE	
Dr. Muhammad Asghar	
THROUGH A GLASS DARKLY: THE PORTRAYAL OF INDO-PAK CULTURE	204
IN ZULFIKAR GHOSE'S CONFESSIONS OF A NATIVE-ALIEN	
Asma Aftab	
BOOK REVIEW	
THE LAST TEA A PAKISTANI PERSPECTIVE	216
Syed Afsar Saiid	