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Effects of TV Dramas on Pakistani Culture: A Case Study of Bahria University Islamabad**Saif Bin Pervaiz¹**¹MS Scholar, Media Studies Bahria University, Islamabad Pakistan. Pakistan.Email: saifunderscore@gmail.com

Abstract

The study was conducted to explore the influencing role of media in Pakistan because if the media of any nation is fascinated by the evolution of the multinational media, then the watchers are willing to embrace those transformations. The main goals of the analysis were to investigate the effects of TV dramas on clothing, food, language and living style, customs, traditions, social norms and values of Pakistani society by applying cultivation theory as a model for this research. For this purpose, a survey method was utilized. The sample population of the analysis consisted of 190 members including students and faculty members from Bahria University Islamabad. A questionnaire consisting of closed-ended questions was utilized as a research tool. The outcomes show that Multinational media deeply affect youths in a negative direction. The expected results of the investigation prove a negative impact on Pakistani lifestyle and individuality. Some recommendations are being mentioned to highlight and deliver the TV media that nurture our moral values, customs, and traditions in civilization.

Keywords: Tv media, cultivation theory, cultures, values, Bahria university.

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1. Introduction

Media has made this world a small place to live. By one tap of a button, we can send plenty of information to other parts of the world in a matter of seconds. Mass media plays a significant role in reaching audiences on a greater scale. TV, radio, commercials, films, the Internet, newspapers, and magazines all fall under this. The media is a powerful force in modernization of cultural values (Shabir, Farooq, Amin, & Chaudhry, 2013). TV has a great impact on Pakistani Society in terms of modernizing its cultural values. Pakistani citizens adopt all those things which are being broadcasted through television. It can be food choices, our dressing style, fashion as well as the basic living lifestyle. In 1970, some nationalists, religious and ethnic movements and leaders-initiated discussions on cultural imperialism (Hamm & Smandych, 2005). Since then, the preservation of cultural originality became an extremely hot issue. To comprehend the idea of cultural originality, it should be understood what "Culture" is. Culture can be described as an entire manner of lives of individuals, the communicated mindset, norms, plans, and patterns that represent a class, their traditions, skill, vocabulary, writings, belief, attitude, etc., and the practice of intellectual and shared conduct among the fellows of a society. This contains their thoughts, views, language, norms, wisdom, and customs. Culture lives in the mentality or practice ways of the fellows of the community. It is observable in the conduct of people, as they confront different kinds of intellectual manners. Every community is represented by its own culture which is unlike the others. Hence, a country owning a distinct culture has its unique essence that is the national cultural identity. We can talk about media globalization, as media has an immediate effect on cultures by intriguing spectators with entertainment cultural outcomes, pop music, and popularization of junk food items such as burgers, Pizza etc. (Wang, 2008). In this modern age, various international channels are available which are promoting standardized cultural yields and international content to the viewers or

spectators. As a result, "global culture" has developed as a source of universality, serving as the main motivation behind media globalization. Pakistani culture is a diverse amalgamation of traditions, languages, and customs from various ethnic groups that reside within the country. Its origins can be traced back to ancient civilizations like the Indus Valley. The culture is a unique blend of Islamic traditions and indigenous practices, with Urdu as the national language alongside regional languages such as Punjabi, Sindhi, Pashto, and Balochi. The cuisine showcases a fusion of flavors influenced by Central Asian, Middle Eastern, and Indian cooking styles, with dishes like biryani and kebabs being prominent. The arts flourish, including intricate handicrafts, music, and dance forms like bhangra and kathak. Pakistani culture places strong emphasis on family, community, and hospitality. Religious celebrations like Eid-ul-Fitr and Eid-ul-Adha bring people together in a spirit of unity. In essence, Pakistani culture is a dynamic and evolving entity that cherishes its deep-rooted heritage. The Pakistani lifestyle is a dynamic blend of tradition and modernity, shaped by strong family connections and a diverse cultural fabric. Family remains a central pillar, often living in proximity and offering unwavering support. Daily routines can be punctuated by the call to prayer, highlighting the role of religion. Urban centers embrace a faster pace of life, while rural areas maintain a more relaxed rhythm. Traditional values influence clothing, social norms, and festivities. Festivals and religious occasions are eagerly anticipated, fostering communal bonds and celebrating shared heritage. Overall, the Pakistani lifestyle harmoniously merges age-old practices with contemporary elements, forming a distinctive and ever-evolving way of life. The effects of TV dramas on Pakistani lifestyle will be explored in this study. Moreover, recommendations on how to reduce the negative impact of TV dramas on Pakistani society will be considered for the betterment of our nation.

1.1 Problem Statement

The rapid spread of social media usage in the world is absolute. Individuals of all generations have adopted this medium of transmission. Today's teenagers are more dependent on the media than ever before in their lives. Television (TV) holds immense significance in the modern era as a potent medium that both reflects and shapes societal trends, disseminating information and influencing cultural dynamics. Networks like CNN, BBC, and Al Jazeera illustrate how television remains a primary news outlet, contributing to an informed citizenry and supporting democratic processes. Spanning genres from dramas to documentaries, it provides an escape from daily routines. Internationally acclaimed series like "Game of Thrones" and "Stranger Things" underscore television's ability to shape and reflect popular culture. Also, it facilitates distance learning and public awareness campaigns. Educational programs and informative segments offer valuable knowledge, especially to those with limited access to formal education. Despite the many advantages that have come with the usage of TV, multiple objections resume to be aired on the negative impact that it had on the community. Misleading content and biased reporting contribute to distorted realities. Additionally, excessive TV viewing can lead to sedentary behavior and reduced interpersonal interactions. This study mainly investigates the impact of television dramas on Pakistani lifestyle and discovers how Bahria University Islamabad's community is changing as a result of its exposure to television dramas.

1.2 Significance of the Study

Pakistan is losing its own unique culture, norms, and values. Pakistani culture is going to achieve specific shifts even though it is the key strength of our nation. The cultural originality of Pakistan and the individuals living in it need special awareness from the investigators and researchers significantly. Therefore, the effects of the Television on culture, norm, moral values, dressing and living style and language especially of students and staff of Bahria University Islamabad were investigated. To achieve this goal, the students and faculty of Bahria University Islamabad were approached so that the shift in the mentality of the Pakistani society could be investigated.

1.3 Research Objectives

The study's objectives for the purpose of research are:

- To investigate how television dramas effects the way that Bahria University Islamabad students and faculty live.
- To learn about the impact of TV dramas on social standards and values of students and staff of Bahria University Islamabad.

1.4 Research Questions

The research questions are as follows:

- Does the exposure to Television dramas affect the living style of students and staff of Bahria University Islamabad positively?
- Does exposure to television dramas play an important part in affecting customs and traditions of Bahria University community in a positive manner?
- Is there a positive and significant relationship between TV dramas and Pakistani lifestyle?

1.5 Limitations

This research has three limitations. First, I was able to conduct a survey among students and staff of Bahria University Islamabad only due to shortage of time, but the topic is so vast that it needs a survey of a lot of universities. My research is only limited to our country but foreigners are also trying to make research on this topic. And third, there was a lack of time for this research.

2.1 Review of Related Literature

Mass media has made people's lives very easy. To stay up to date is a great achievement of today's age. Within seconds, people get to know about any corner of the world. But everything has its pros and cons. Mass media is a blessing, but it is changing people's thinking and attitudes which is losing people's national identity. Fauzia et al. explained these changes with the help of "Ecological Systems Theory" contributed by Urie Bronfenbrenner in a paper. They presented a theoretical model to describe the intricacy of perceptive and mindset growth among youngsters (Alvi, Usman, & Amjad, 2018). Abdul Wahab et al. also presented a qualitative study based on prior studies, records, journals, and books discussing the impact of mass media on students' personalities (Wahab, Othman, & Muhammad, 2017). Adela and Valentin studied the effects of mass media on young children's personal development in school or primary level. They investigated students' mindsets toward the virtual atmosphere facilitated by media (Bradea & Blandul, 2015). In 2011, Stephen M. Croucher applied cultivation theory to support his own theory about the impact of social media on the cultural adjustment of immigrants. According to his theory, while adjusting to their new culture, immigrants who utilise popular social media platforms will create ideas about their host community based on those medium. He thinks that the cultivation effect will also have an impact on how immigrants interact with locals in the host country. (Croucher, 2011). It is believed that television reality results from binge watching which is supported by research. Wyer and Budesheim contend that viewers may still use television messages or information to form social judgements even if they don't exactly believe it to be true. Furthermore, even when information is presented as false, audience members' conclusions may still be affected (Wyer & Unverzagt, 1985). A significant subject of interest that drew the attention of many investigators after the intro of mass media is its impact on the public. Cultivation Theory was pioneered by a researcher, George Gerbner, "as a macro level system of description about mass media," (Potter, A Critical Analysis of Cultivation Theory, 2014), to comprehend and describe this phenomenon more acceptably. By the 1970s, the concept of cultivation became popular among media intellectuals around the world. Till now, more than 500 investigations have been issued on Cultivation Theory. George Gerbner gave the origin of the term "Cultivation Theory", who significantly impacted Communication Approach while he performed in academia. He claimed that it was essential to observe how media can softly but cumulatively have an impact over a longer period of time rather

than just looking at the immediate effects that media can and does have on a person's views (Potter, 1993). Gerbner had these thoughts because he considered that transformations in off-the-rack and rapidly circulated transmissions across earlier obstacles of distance, period, and sociable classes can convey organized deviations in the range of general notifications (Gerbner, 1969).

Cultivation Theory is the first theory suggested that is believed as the prevailing shape of mass media as compared to the previous micro-focused investigations usually utilizing experimentation to know whether or not distinctions between characteristics of media transmissions would describe rapid reactions in perspectives, conduct, and understanding. Hence, Gerbner presented a macrosystems method. Instead of concentrating on distinct message features, he aimed to concentrate on the overall importance across the whole media geography. He was solely interested in the impact that more general messages slowly exercised on the public as exposure of individuals to media transmissions in daily life. In this context, Gerbner looked at three elements, i.e., effects, institutional, and messaging. When it comes to the institutional component, he asserted that "mass production and rapid transmission of messages create new enigmatic environments that reflect the construction and roles of the institutions that transmit them." Now mentioning about the message portion, he alleged that certain definitions are manufactured in bulk and used generally in the media., and, for the impact's element, Gerbner argued that definitions presented via media cultivate general views. According to Shanahan & Morgan, excessive TV viewing is linked to a tendency to convey relatively different visions that are similar to the more uniform and constant visual and significance of the media. (Shanahan & Morgan, *Television and its viewers: Cultivation theory and research*, 1999).

What does cultivation mean? There are three distinct notional descriptions of cultivation theory. First one is that of what Gerbner defined it as. The second one was explained by the investigations conducted by investigators in a better way other than Gerbner, who each used different elements of Gerbner's genuine description. The third and final one, cultivation theory, can be conceptualized as, for the most part, going beyond what Gerbner indicated. (For example, looking into various sorts of scrutiny humans are impacted by media, not just humans in general). In short, the main facts of Gerbner's description of the cultivation theory stated that it focused on the higher rank of general institutional conventions and all-encompassing meaning. The view of the theory doesn't highlight disclosures but admits people's usual practices of media orientation in their daily dynamism, bringing a strategy by stressing the significance of outlining media's main and institutional traditions, in addition to the ways in which these customs shaped the contents of pre-made notifications that were issued and had an impact on improving the public's comprehension and thoughts over time. (Potter, 2014).

Earlier, the central emphasis of cultivation theory analysis was the subject of violence. During that period, a recent study on television violence investigated whether damaging illustrations make spectators feistier. Gerbner and his colleagues experimented with the idea heavy exposure to television produces inflated views about the quantity of brutality in the community (Morgan, 2007). More exposure was to watching television five or more than five hours per day (Morgan, 2007). After that, the aim was to study different issues such as gender roles, visions of aging, political exposures, environmental perspectives, ideas of science, fitness, beliefs, juvenility, and employment. Due to these aspects, television viewing evolved associated with a trend toward conservativeness (Shanahan, Littlejohn, & Foss, 2009). "For example, several investigations revealed that heavy watchers were more feasible to prefer supporting females in "conventional" gender roles, which was not astonishing knowing that ladies were outnumbered by males on television and often portrayed in standard roles such as housewife, secretary, or babysitter" (Shanahan, Littlejohn, & Foss, 2009).

The consequences of television viewing connect to classes in distinct patterns and people's life circumstances. "A broad combination of socio-demographic and personal aspects creates strong

deviations in cultivation practices” (Morgan, 2007). Cultivation theory is highly contentious due to its subversive strategy. One objection against cultivation theory utilized statistical methods to demonstrate that cultivation associations would vanish if investigators handled different significant variables (Shanahan, 2009). Most claims ascertained that cultivation associations were limited by applying controlled variables. During that period, Gerbner was reevaluating data to determine where and when cultivation associations would be strong (Shanahan, Littlejohn, & Foss, 2009). Then the concept of mainstreaming arose from this. Mainstreaming is the method in which classes that would otherwise conflict in ideas and thoughts about subjects evolve more alike when they watch television more (Shanahan, Littlejohn, & Foss, 2009). The view is that television’s transmission method draws its heavy watchers nearer to a mainstream class (Shanahan, Littlejohn, & Foss, 2009).

Cultivation theory has started to develop in current years. At the start, there were three prevalent television webs, and multiple cable media are functional today. Video games, the Internet, and DVDs are the other sources of communication that can replace television (Shanahan, Littlejohn, & Foss, 2009). Some people say that this could mark the demise of the theory of cultivation. Gerbner asserted, however, that the media landscape remained a corporately controlled asset and that media companies will find ways to dominate storytelling and tie it to advertising. (Shanahan, Littlejohn, & Foss, 2009). Investigators are starting to challenge whether openness to distinct television genres delivers cultivation outcomes. Others are glancing at long-term queries, such as whether cultivation theory consists of social status or how cultivation tackles colonial differences. Data collections are present from above 40 years ago, so investigators are starting to assume television’s function in the methods of social transformation.

Pakistan is losing its national identity in terms of norms and values, food, clothing, attitudes etc. Ghulam Safdar et al studied to determine the effects of electronic media on cultural norms and values of female university students from Punjab, Pakistan. It has been demonstrated that digital media captures almost all facets of learners' lives and has established itself as a necessary component of existence. Digital media is also the cause of Pakistani women absorbing foreign culture and losing touch with their country's culture (Safdar, Mahmood, & Shahzad, 2020). Moazzama et al. studied cultural imperialism to explain the willingness of viewers to adopt changes from international channels. They emphasized on gradual removal of Pakistani cultural limitations, modernizing the thoughts and attitudes of general citizens, blending of Pakistani language with others, impacting customs, norms and thoughts for a long time (Naseer, Dr. Nawaz, Azhar, Andleeb, Ahmed, & Dr. Riaz, 2014). Saqib when working along Umera also explained Media Globalization by exploring the effects of foreign amusement TV shows and programs on Pakistani youth fashion, lifestyle, and use of Urdu. The research strongly suggested that young fashion, lifestyle, and language are profoundly influenced by foreign entertainment television programs. (Riaz & Arif, 2017). M. Ashraf and Iram presented media imperialism by identifying, analyzing and investigating the effects of Pakistani private TV channels on youth of Multan (Khan & Arif, 2009).

TV Dramas play a key role in changing and affecting the mindset, thoughts, dressing style, customs, norms and values of Pakistani people. A large amount of audience consists of women; especially all housewives want to spend their time in watching serials and dramas. Anjum Zia investigated the influence of Pakistan Television dramas on the youngsters of Lahore. It was found that PTV is promoting foreign culture and norms and that dramas are gradually changing the way that young people think. (Zia, 2014). Jawaria et al. also finds out that Hum TV dramas have affected the perceptions of university students of Lahore. It was reported that dramas have a great influence on culture, lifestyles, manners, and partner preference standards (Latif, Malik, & Nadeem, 2021). Dr. Ghulam et al. also took part in this context. They conducted a study to identify the effects of Urdu spoken TV dramas on Bahawalpur women and to investigate the reasons why women used the media. It was revealed that the Hum TV Urdu dramas promote Pakistani classic and ethnic norms, while on

the other hand channels like geo TV, Urdu speaking dramas are not showing Pakistani culture. Additionally, it was revealed that Urdu plays on Geo and Hum TV are forcing the ladies of Bahawalpur to emulate the looks of TV models. These dramas also proved to help improve the educational standard of the women of Bahawalpur because of the fashion sense and the advancement of modernization (Dr. Shabir, Safdar, & Imran, 2013). Saleem Abbas discussed an image of “good or bad” woman by showing stereotypical, traditional and conservative views in the period of Islamization (Abbas, 2018). Nadia and Sadia presented an analysis to see the cultural influence of Turkish dramas, specifically on grown-ups of Pakistan. It is found that female spectators are more affected by these dramas. The study verifies that youth watches Turkish dramas with enthusiasm and curiosity and are exploited from the glamorous portrayal of their attractive culture. Moreover, it was found that dubbed Turkish dramas are slowly transforming the mentalities and lifestyles of youth (Saleem & Sadiq, 2021). Talk shows and late-night comedy shows are also a great source of awareness among people. They have both pros and cons on the mentality of people. Talk shows help the people to get to know about hot issues and what is going on in our society. But sometimes it shows an abrupt use of offensive language and tone. People learn to have bold and blunt attitudes. Dr. Qamar et al. explained a great influence of talk shows about political topics, both favorable and unfavorable, on the view of learners regarding the Azadi march (Dr. Fatima, 2018). Nusrat et al. presented a study to highlight the role comic talk shows play in young people's political views. It has been observed that comedy is one of the useful resources for comprehending local experiences and adopting society expectations (Azeema, Gillani, & Hashmat, 2021). Munira also explained the effects of Talk Shows on Women of Pakistan as they are important citizens to portray culture (Cheema, 2018). Nowadays, the TV of Pakistan is introduced with nearly the up to date technologies and it is employed for disseminating all news and advertisement, etc. TV advertisement is also increasing with time and specific brands take their proper place on different channels for their better sales. Some famous TV channels in Pakistan such as *Dunya News*, *PTV Sports*, *ARY News*, *Geo*, *Hum TV*, *Samaa News*, and *Ten Sports* are the foremost preference of various marketing brands for promotions.

Advertisements have both favorable and unfavorable effects. It is becoming one of the reasons to affect human senses negatively. Advertisements entice people to purchase better to complete their desires instead of their necessities. It is difficult for people to know about the new arrivals without commercials. Therefore advertisements confirm to be useful in stimulating financial movements and developing revenue for different stakeholders. In addition, it is a useful practice of amusing individuals and a platform of improving individuals' creativity, as the more innovative and attractive commercials is, the better individuals' intellects are provoked. Imran and Saeed showed that character acceptance and charm of the promotions draw more customers. They surveyed students and faculty fellows of COMSATS university fellows to indicate that advertisements have an impact on customers and on their conducts (Naseem & Lodhi, 2012). Advertisements have special effects on Pakistani nation in terms of fashion, food, culture and ideas. Shafayat and Zahid concentrate on the TV promotions and their influences on the social standards. It is reported that advertisement pervades the sociable and cultural material all over the world (Malik & Yusaf, 2016). Even if there isn't really a connection between cultivation theory and sports, research has been done on the level of violence in sports and its impact on spectators. According to a study by Raney and Depalma (2006), After watching violent sports video, participants were less likely to say they were in a good mood. (Raney & Depalma, 2006).

2.1 Theoretical Framework

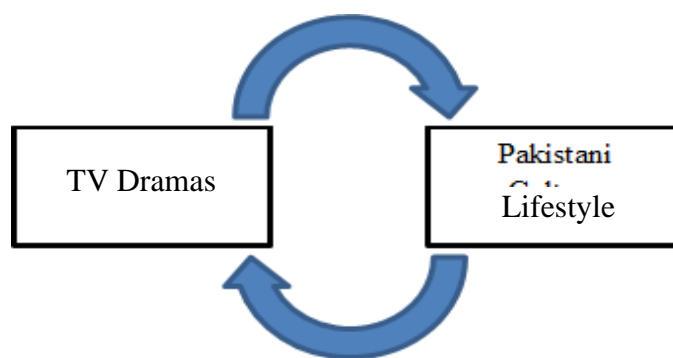


Figure 1. Theoretical model

Any nation's cultural values and customs are greatly influenced by the media. Television is an important medium of mass media that transmits culture from one country to the other country. This study is explained by Cultivation Theory. The cultivation theory is used to explore positive or negative effects of Television dramas on Pakistani Lifestyle. Cultivation theory was a theory composed originally by George Gerbner in 1960 and later grown upon by Gerbner & Gross (Gerbner, Gross, Morgan, Signorielli, & Jackson-Beeck, 1979). In this theory, Television is viewed as responsible for spectators' perceptions concerning standards and facts. Heavy spectators are more vulnerable to be affected by the content displayed on the TV while fewer spectators are slightly vulnerable to be affected. According to the cultivation theory, viewers' views of social reality can be subtly influenced by the programming on television and other media. According to this theory, people are more likely to absorb and believe certain types of media messages the more they are exposed to them. The theory also believes that repeated exposure to media messages can influence viewer's attitudes, beliefs, and values regarding a range of subjects, including politics, crime, health, and social relationships. George Gerbner first proposed the cultivation theory in the 1960s, and it has remained a fundamental theory in social psychology and media studies ever since.

George Gerbner, a professor of communication at the University of Pennsylvania, is the author of the research that forms the basis of cultivation theory. In the 1960s, Gerbner became interested in the role of television in shaping perceptions of social reality. In order to learn more about how exposure to violent programming might affect viewer's attitudes and beliefs, he set out to investigate the possible effects of violence on television.

Over the course of several decades, Gerbner and his colleagues conducted in-depth study to examine the connection between media exposure and social perceptions. They found that watching violent television raised anxiety and gave them a false impression of how common violence is in society. They also found that compared to light viewers, heavy viewers of television tended to be more nervous and pessimistic about the world. Gerbner created the cultivation theory as a result of these discoveries in order to better understand how media messages shape people's attitudes and views about different aspects of social reality.

Gerbner's hypothesis has been developed by many theorists. Gerbner's study concentrated on TV cruelty, but more recent studies look at a range of issues. Children's general self-esteem may be correlated with childhood viewing (Martins & Harrison, 2011). The impact of cultivation is not specifically on a field, genre or program but can be brought on by prolonged exposure to consistent media patterns (Shanahan & Morgan, 1999). Jonathan Cohen and Gabriel Weimann discovered that young adults and teenagers were more likely to engage in cultivation, which may explain why they exhibited cultivation longevity (Cohen & Weimann, 2000). Gerbner and his colleagues created an index

for mean world syndrome. Those who spend many hours watching a lot of television develop a notion of other people's intentions and they almost always assume the worst (Griffin, 2012). For example, all those people who spend many hours watching a lot of violent content and programs on television are much more likely to be terrified to go out alone at night for fear of being mugged by someone, get robbed, or even murdered (Hughes, 1980).

There are three main premises of Cultivation theory:

- i) **Medium:** It is the assumption that TV is greatly distinct from further shapes of mass media (Gerbner, Gross, Jackson-Beeck, Jeffries-Fox, & Signorielli, 1978).
- ii) **Audience:** Instead of forecasting what individuals will do after watching a violent programme, the cultivation hypothesis establishes a connection between people's worries of a violent world and their exposure to violent programming. Gerbner calls this false perception of the world being more violent than it truly is the "Mean World Syndrome," which arises from repeated exposure to violent media.
- iii) **Function and the Effect:** Television's impacts are limited because it is a part of a larger social structure. Therefore, despite the fact that watching television may have positive or negative effects at any given moment, its impact is always there (Gerbner, Gross, Jackson-Beeck, Jeffries-Fox, & Signorielli, 1978).

The more time spent engaged in the world of television, according to Gerbner's study, the more likely it is that viewers will report social reality views that can be linked to the medium's most enduring depictions of life and society (Gerbner, Gross, Signorielli, & Morgan, 1980).

The more time people spend in watching TV dramas, the more they will be influenced in a positive or negative manner. This study explains this fact according to the cultivation theory that the more, people engage themselves in watching TV dramas, they will make a mindset, behavior or a trend as shown by the content on TV.

2.2 Variables

In this framework, 'TV viewing' and 'Pakistani Lifestyle' are independent variable and dependent variable respectively.

Pakistani lifestyle includes the following variables:

- Food habits (KFC, McDonalds, Hardee's, Subway etc.)
- Fashion sense (Western clothing and Brand consciousness)
- Norms, moral values and attitude
- Language
- Events and festivals (Basant, Holi, Halloween etc.)

3. Research Methodology

3.1 Research Design

The Survey method was utilized as a research method. A questionnaire was developed for the survey among 190 participants including students and faculty from Bahria University Islamabad. The theme of my questionnaire was wholly based on Cultivation theory. According to the cultivation theory, more the spectators, the more will be the affects by the content displayed on the TV. Questions based on cultivation theory were helpful to investigate the over-concentration of mass media from developed countries in negatively influencing undeveloped or developing countries. This questionnaire aims to find out the effects of TV dramas on Pakistani lifestyle. Hence, following aspects such as (Pakistani clothing, food, language, norms, values, traditions and celebrations) contribute to find out the positive or negative effects on Pakistani society. 'TV viewing' and 'Pakistani Lifestyle' are two variables in our theoretical model where 'Pakistani lifestyle' is dependent on 'TV viewing'. Pakistani lifestyle includes the food habits, clothing, norms, moral values and attitude, language, events and festivals. Cultivation theory, TV,

culture and values are the keywords of questionnaire. First question "Due to TV dramas, Pakistani cultural clothing is being replaced by western clothing" aims to find out the role of TV dramas in modifying Pakistani dressing style. Respondents will strongly agree if they are influenced by TV dramas, and this will indicate "Pakistani clothing" as a variable defining Pakistani lifestyle. The question "Due to TV dramas, the rate of social interaction is decreasing" investigates the role of TV dramas in decreasing the interaction between people. Respondents will agree with the fact if they feel TV dramas are affecting their social interaction, and this will clearly indicate "social norms" as a variable defining Pakistani lifestyle. The questions "TV dramas are promoting boldness and blunt attitude", "TV dramas are affecting the thoughts of Pakistani youth, by promoting alcohol and smoking" and "Pakistani dramas are affecting mindset of women" find out the effect of TV dramas in changing the people's attitude, especially mindset and behavior of women. Participants will agree or disagree according to their perspectives, and this will show "moral values" as an indicator of changing Pakistani lifestyle. The question "TV dramas promote other cultures and festivals (e.g., Christmas, Holi) more than Pakistani culture and festivals" explores the role of TV dramas in losing importance of Pakistani festivals such as Eid and all national holidays. Respondents will agree or disagree according to their experiences, and this will indicate "Pakistani festivals" as a variable corresponding to the changing Pakistani lifestyle. The question "International TV dramas are better than our Pakistani TV dramas" inquires the role of international dramas in changing Pakistani society's mindset, behavior and food habits. This also includes the choice of language, people prefer. Respondents will agree strongly if they feel that International TV content is way better and more interesting than Pakistani dramas and this will indicate "language and food habits" as a variable defining Pakistani lifestyle.

3.2 Population

A survey was conducted among 190 individuals from Bahria University Islamabad. Consequently, 190 people from Bahria University Islamabad, including students and faculty members, made up the sample population for the study.

3.3 Research Instrument

A questionnaire was used as the research tool for this investigation. A survey with thirteen closed-ended questions was created. The faculty members and students used same questionnaire for having survey findings in unique point of view.

3.4 Questionnaire Design

The faculty members and students were distributed same questionnaire for having survey findings in unique point of view. Along with gender, age group and hours spent on TV, ten close-ended questions were designed based on likert scale, and receivers were told to choose themselves an option. Survey questionnaire is given in annexures at the end of this thesis.

3.5 Data Collection Procedure

For collection of data relevant to the research, survey questionnaire was made on Google forms and will be distributed through Emails and Social media applications.

4. Data Analysis and Interpretation

The survey's respondents are all Cable TV subscribers. The majority of people who watch TV, according to the media imperialism idea, are negatively impacted by the material presented by multinational or foreign stations. The received responses comprised of total 119 males and 71 females from a survey generated on Google forms. Excel was used to find the results listed below based of the survey.

Table 1 Time Spent in watching TV

Time	Age Group	Frequency	Percent
Less than 1hour	18-24	118	62.1
More than 1 hour	25-35	35	18.4
More than 2 hours	36-50	27	14.2
More than 3 Hours	50+	10	5.3
Total		190	100

From table 1, the watching hours of respondents can be seen. The purpose of this question was to know the watching hours of spectators. It is found that 62.1% (age group: 18-24) of the population watches TV for less than one hour. 18.4% (age group: 25-35) and 14.2% (age group: 36-50) of the participants watch TV for more than 1 hour and 2 hours respectively while only 5.3% (age group: 50+) watches TV for more than 3 hours.

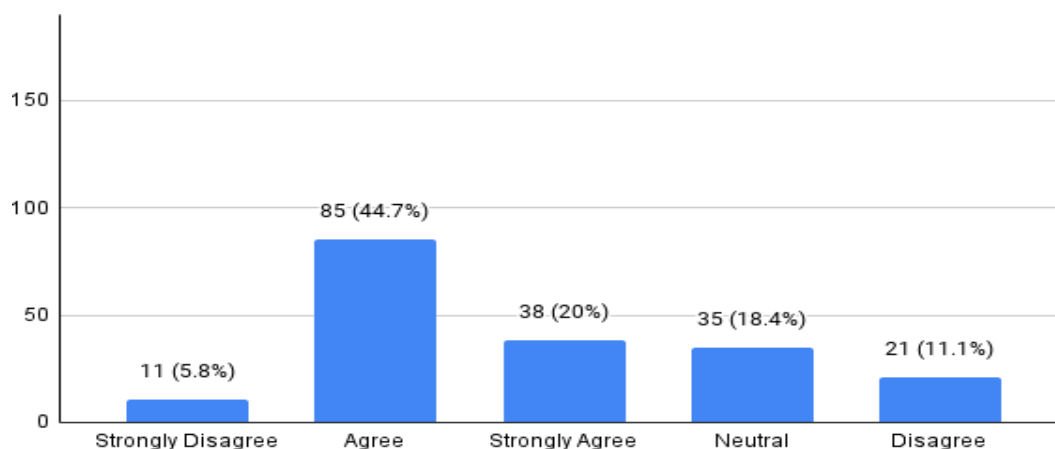


Figure 2. Due to TV dramas, Pakistani cultural clothing is being replaced by western Clothing

With the passage of time, TV dramas are affecting the dressing style of Pakistani youth. It is one of the important factors that is becoming the reason of harming our Pakistani lifestyle. The content shown by international channels is promoting fashion sense of many developed countries. 20% of the sample population strongly agrees while majority of the population (44.7%) agrees on the fact that TV is gradually replacing Pakistani dressing style by western clothes. 11.1% of respondents disagree and a very small amount of population (5.8%) strongly disagrees on the above discussed fact.

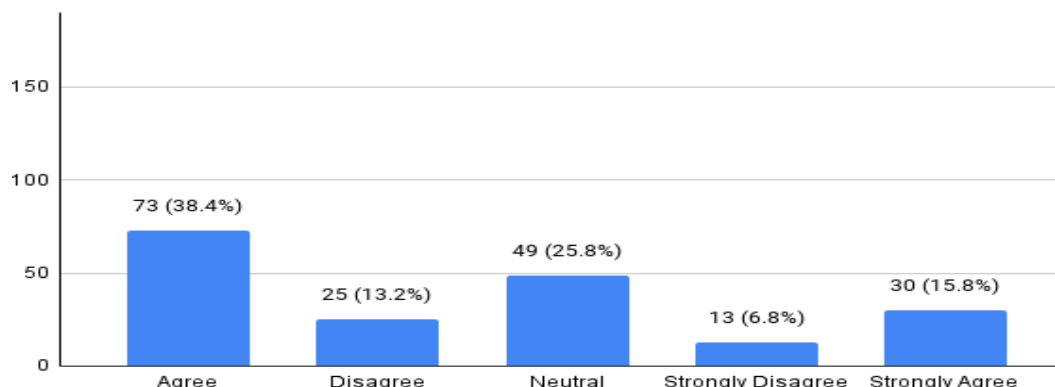


Figure 3. Due to TV dramas, the rate of social interaction is decreasing

People nowadays prefer to be more isolated from the world by lowering their interactions with real-life connections. TV viewing is playing a significant role in influencing socialization and family interaction patterns. 15.8% of the participants strongly agrees while majority of the population (38.4%) agrees on the fact that TV is decreasing the rate of social interaction. 13.2% of respondents disagrees and a very small amount of population (6.8%) strongly disagrees on the above-mentioned fact.

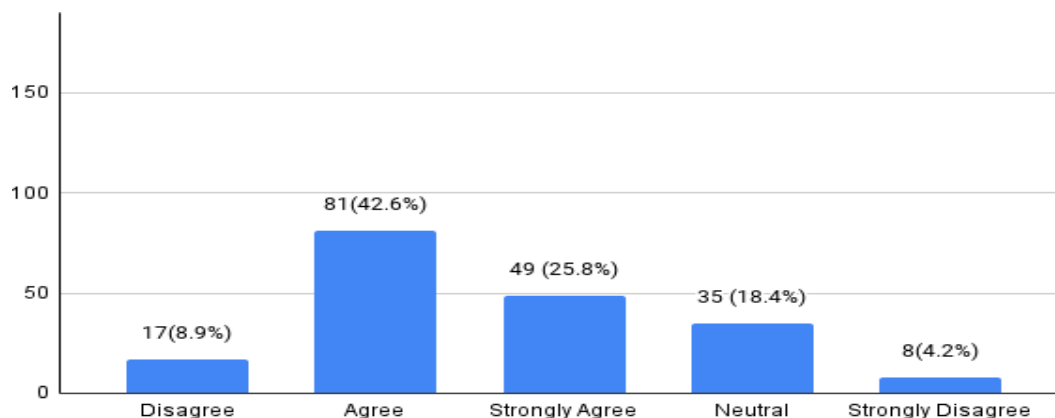


Figure 4. TV dramas are promoting boldness and blunt attitude

In this modern age, people like bold attitude to be cool in front of others. People want to learn bold and blunt attitude from abusive and bold content shown on the television that is against our Pakistani lifestyle. 25.8% of the sample strongly agrees while majority of the population (42.6%) agrees on the fact that TV dramas are promoting boldness and blunt attitude. 8.9% of participants disagrees and a very small amount of population (4.2%) strongly disagrees on the above-mentioned fact.

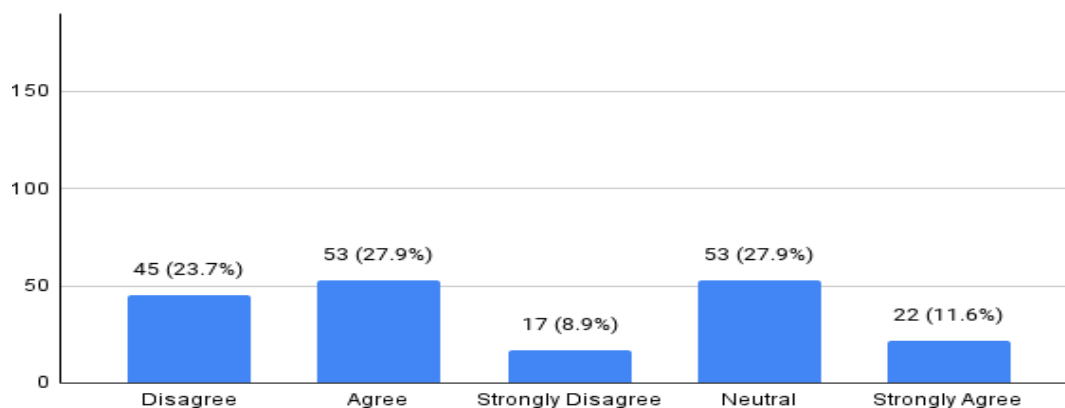


Figure 5 TV dramas promote other cultures and festivals (e.g., Christmas, Holi) more than Pakistani culture and festivals

The content shown on TV dramas is promoting culture and festivals of other developed nations. It is becoming a trend to celebrate Christmas, Holi, Basant, Halloween, Easter etc. in Pakistan due to which we are losing our own Culture, festivals, and traditions. 11.6% of the population strongly agrees while majority of the sample population (27.9%) agrees on the fact that TV dramas are promoting culture and festivals of other nations more than Pakistani culture and traditions. 23.7% of respondents disagrees and a very small amount of population (8.9%) strongly disagrees on the above highlighted fact.

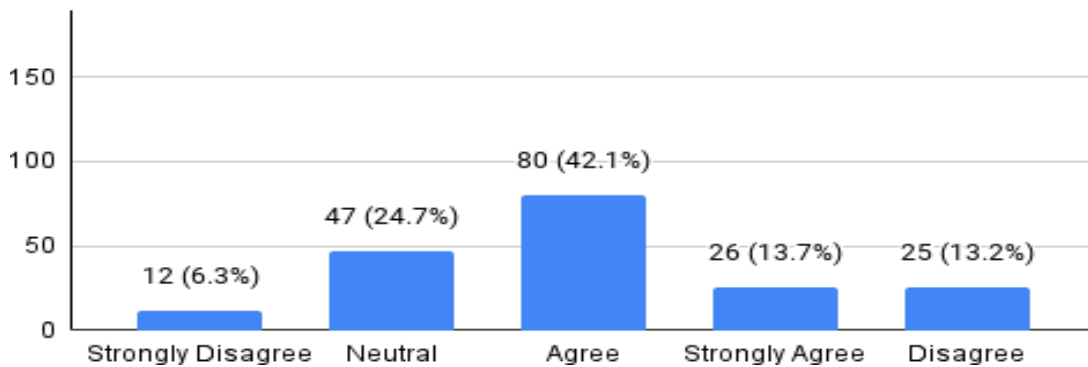


Figure 6 TV dramas make people to ignore their domestic (household) responsibilities

TV has had many consequences on the community since its beginning. It is making people lazy and ignorant of their daily life responsibilities. 13.7% of the respondents strongly agreeing while majority of the population (42.1%) is agreeing on the fact that TV is making people lazy and ignorant of their responsibilities. 13.2% of respondents is disagreeing and a very small amount of sample population (6.3%) is strongly disagreeing on the above-mentioned fact.

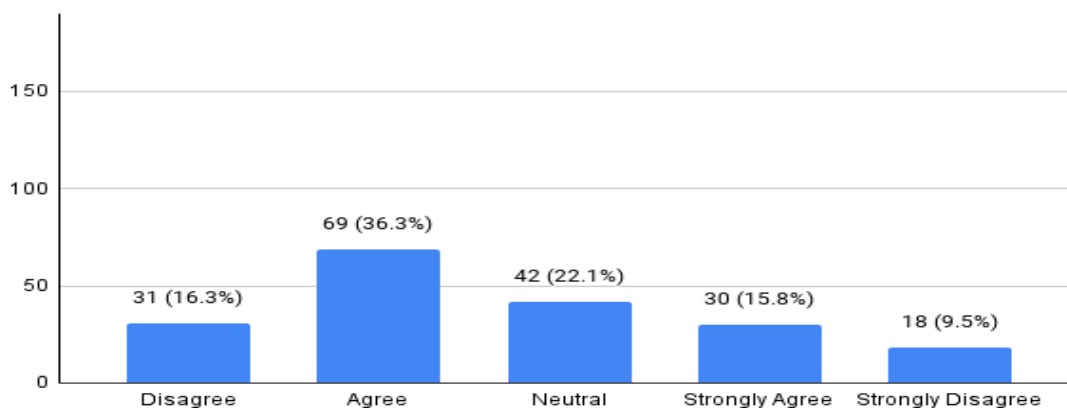


Figure 7 TV dramas are affecting the thoughts of Pakistani youth, by promoting alcohol and smoking

Pakistan is having a growing issue of drunkenness despite it being prohibited for the Muslim majority to consume. Although, advertisements of alcohol and cigarettes are banned in Pakistan but still the content concerning high class society or badly addicted person is shown in TV dramas having alcohol and smoking in common. 15.8% of the respondents in this survey strongly agree while majority of the population who took part in this survey (36.3%) agrees on the point that TV dramas are promoting alcohol consumption and smoking. 16.3% of respondents disagrees and a smaller number of respondents (9.5%) strongly disagrees on the above discussed point.

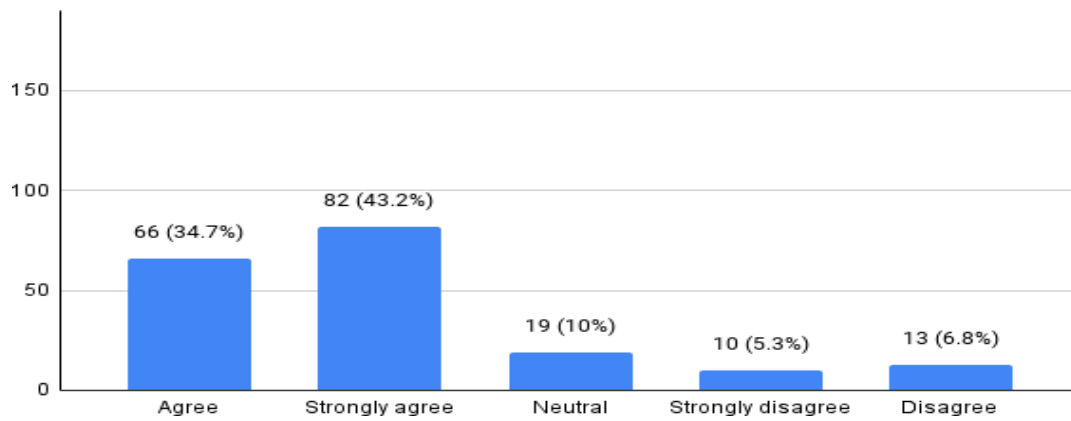


Figure 8 Pakistani dramas are affecting mindset of women

A large audience of TV dramas consists of housewives and young females. Mostly in TV dramas, a woman is shown to be a pitiable victim who is fighting for her basic rights. Because of victimization, she never sees herself in an empowered status in society. A larger number of respondents (43.2%) strongly agree and 34.7% of population agrees on the reality that Pakistani Dramas are affecting the mindset of women in Pakistan. While (5.3%) are strongly disagreeing and (6.8%) are disagreeing each on the above highlighted point.

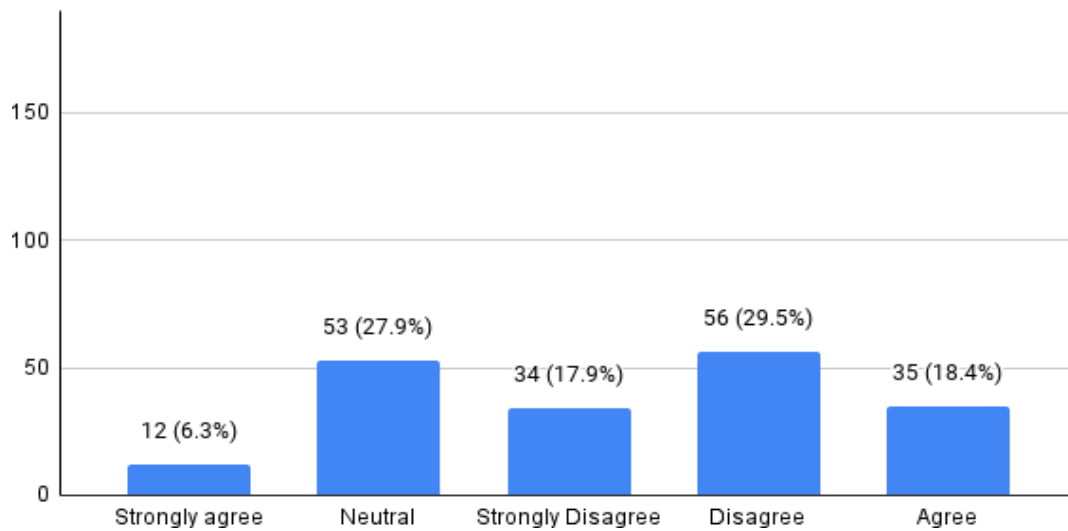


Figure 9 TV is improving the quality of education in Pakistan

Yet, TV is a means of teaching and instruction as much as it is a tool of enjoyment. The individuals on TV are usually appreciated and esteemed as many people regard them. But unfortunately, most people don't prefer reading and studying. A little amount of population (6.3%) strongly agrees and 18.4% of respondents agree on the fact that TV is improving the quality of education in Pakistan. While majority of the population (29.5%) disagrees and 17.9% of respondents strongly disagrees on the above discussed matter.

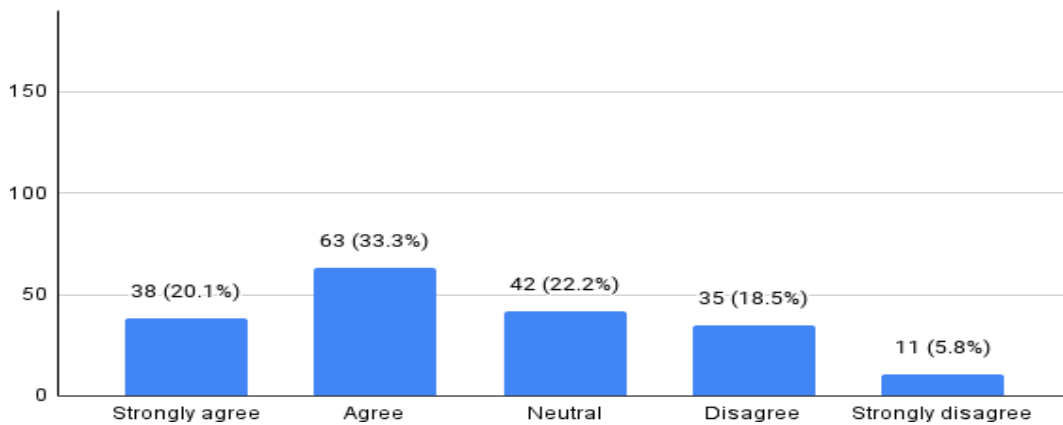


Figure 9 International TV dramas are better than Pakistani dramas

Nowadays people like to watch international dramas in Pakistan because they have an easy access to the English movies, sports, international news, international fashion sense and comedy shows. People want to adopt new ideas, new fashion, culture and traditions of different countries. A reasonable number of respondents (20.1%) strongly agree, and many participants (33.3%) agree on the point that International TV dramas are better than Pakistani dramas. While some number of participants (18.5%) disagrees, and a very small number of respondents (5.8%) strongly disagree on the above-mentioned point.

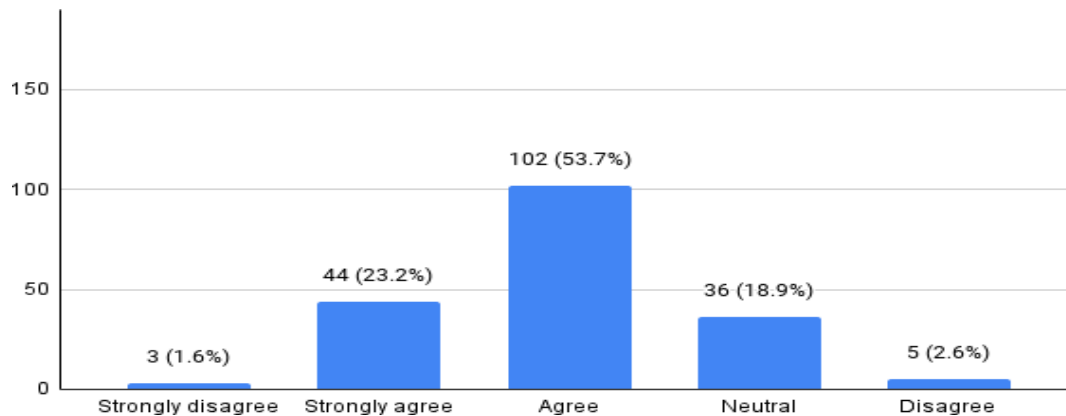


Figure 10 Western dramas affect thinking, food/clothing choices and attitudes of Pakistani youth

TV dramas have a great impact in our lives and their effects on social norms. Due western dramas, people are more towards adopting new lifestyle trends and patterns. Today, people like to eat from McDonalds, KFC, Pizza Hut and Coffee shop as they are more interested in dining out instead of indoor traditional food. A reasonable number of respondents (23.2%) strongly agree, and a huge number of participants (53.7%) agree on the fact that western ads are changing ideas, choices and attitudes of Pakistani Youth. While some number of participants (2.6%) disagrees, and a very small number of respondents (1.6%) strongly disagree on the above discussed point.

5. Discussion and Conclusion

5.1 Discussion

In this modern age, technology has taken over the world. Television has a significant impact on our lives as indicated by the quantitative results of this study. It is a great source of information

and enjoyment. The habit of Television viewing has become such an essential element of daily routine that many individuals assume that it is not possible to consider life without it. The content, which is delivered on TV, influences the ideas, beliefs, and conduct of the general population. It molds the views and perspectives of the individuals that one cannot repudiate the significance and exposure to the television. Nevertheless, we can't negate the influence of TV and recognize its major part in the construction of values. Whatever we observe on TV affects our thinking and molds and shapes our attitude.

The limitations of cultural values have been crossed through media content shown on TV dramas and growing nations are losing their cultural uniqueness to maintain globalization. In this concern, Media industry has developed a certain craze among Pakistani youth in the form of broadcasting international dramas due to which Pakistani society is being affected gradually.

A quantitative method has been utilized to see the influences of TV on the cultural importance of Pakistan. Close-ended questions have been questioned by the students and faculty members of Bahria University Islamabad to understand how much they are influenced by Television dramas in terms of cultural values. So, there should be a connection between what we explore and what we observe on TV dramas. International programs have greatly influenced media cultural outcomes of Pakistan such as various varieties as movie, theater, melody, style, and film award shows. Due to the fluctuation between Indian and western clothing, Pakistani Fashion industry blindly follows all Fashion inspirations derived from international TV dramas. Not only the violence is increasing as content concerning violent activities are shown on TV dramas, but every form of corruption is also broadcasted, which is decreasing the efficacy of formal values customs and traditions. To gauge the impacts of TV dramas on cultural norms of Pakistan, survey research has been conducted with the students of different universities in Islamabad and Rawalpindi as a portion of this case analysis so that the impacts on Pakistani youth can be investigated. To find out consumption pattern of the spectators, it was investigated that according to the cultivation theory based on timings 62.1% are the light watchers, 18.4% of participants watch TV on a medium scale and the remaining watch TV on a heavy scale. Most viewers prefer cable TV networks, especially for enjoyment and entertainment. Many spectators get an impulse about the latest styles and sensations from TV dramas and adopt these recent trends with various perceptions as 20% of the sample population strongly agrees while most of the population (44.7%) agrees on the fact that TV dramas are gradually replacing Pakistani dressing style by western clothes. Many participants are of the view that TV dramas are greatly affecting our cultural norms, values, customs, language, living style, ideas, mindset, social interaction, festivals and traditions.

It has proven that Television dramas have a huge impact on the recent cultural orientation of youth in Pakistan. According to Cultivation theory, it is confirmed in this analysis that individuals are more viable to take an interest and consider kinds of media transmissions the more they are exposed to them. Especially, international media is displayed on the TV. These dramas have a significant influence on the thoughts and lifestyle practices of spectators. Because of globalization, international content is being penetrated in our society and affecting our provisional enterprise because of globalization.

It is confirmed that Pakistani youth is being impacted by the engaging culture of other developed nations. With the increase in technology, the limitations of cultural importance have crossed through media content displayed on TV dramas, and developing countries are relinquishing their cultural uniqueness. Survey result confirms that the TV dramas affect the youth in terms of cultural importance. Pakistani youth is embracing their living standards, norms, and views from the global culture.

The primary goal of this analysis is to investigate the effects of TV dramas on Pakistani lifestyle and to find out how exposure to Television dramas affects the clothing, food, language and living style,

customs, traditions, social norms, and values of the community of Bahria University Islamabad. We had to study the effects of TV dramas on clothing, food, language and living style, customs, traditions, social norms and values of Pakistani youth. According to the theoretical model, Cultivation theory is being applied. 'TV dramas' is considered as the independent variable and Pakistani lifestyle (including food habits, fashion sense, Norms, moral values and attitude, language and festivals) is considered as dependent variable.

Analysis for this research was done based on a survey as research tool. A survey was conducted among two hundred members including faculty staff and students. It was administered in Bahria University Islamabad campus. The total number of male participants was 119 and there was a total of 71 female participants chosen as the population.

A total of 190 members of Bahria University Islamabad including students and faculty members had participated in the survey. They were selected according to the random sampling method from the overall population of Bahria University Islamabad. A questionnaire was used as the research tool for this investigation. Ten closed-ended questions make up a questionnaire. The students and faculty members used same questionnaire for having survey findings in unique point of view.

5.2 Conclusion

This study investigates the "Effects of TV dramas on Lifestyle of youth of Pakistan." This study proved that Television has a massive influence on the current cultural exposure of youth in Pakistan. According to Cultivation theory, it is verified in this research that people are more likely to absorb and believe certain types of media messages the more they are exposed to them. In this concern, TV dramas have influenced the watchers as they can afford entertainment. Mostly multinational content is shown on TV dramas. These dramas have a great impact on the thinking and lifestyle patterns of viewers.

The main aim of this study was to find out the effects of TV dramas on the lifestyle of our youth. Due to globalization, international content is infiltrating in our community and influencing our acting industry as well. Microsoft Excel has been used for analyzing the data.

It was proved that that our youngsters are influenced from the attractive culture of other developed countries. With the increasing technology, the constraints of cultural values have been crossed through media content shown on TV dramas and growing nations are losing their cultural essence. The youngsters have been taken as the majority population of the sample. The survey result verifies that the TV dramas affected the youth in terms of cultural values. In this way, our culture is getting faded gradually. Our youngsters are embracing their living norms, values, and beliefs from the international culture. Just a few respondents are of the view that TV dramas are not influencing us in terms of cultural values and norms.

5.3 Recommendations

This analysis confirms that TV dramas affect the cultural values of Pakistani youngsters. It has been seen that TV dramas are playing an important role in circulating culture and influencing born cultures. Every nation has a unique culture and lifestyle that should be preserved. So, we should concentrate on the content to save our nation from the great defeat. For the minimization of the effects of TV dramas on Pakistani lifestyle, the regional media shows should be amplified. Pakistani media should deliver quality programs that nurture our moral values, customs, and traditions in culture. Pakistani media should introduce a factor of coolness in Pakistani Culture, food and clothing. Pakistani products should be promoted via media and advertisements. Certain aspects were explored and the effects on Pakistani Cultural values were analyzed. So, it is suggested that the effects should be investigated with other sample populations as well.

We can take the example of India and their media. Ever since Bollywood has exploded in popularity, the makers of Bollywood films have always promoted Indian products. For example, if a hero is riding a bike in the movie, he will always be shown with a bike which is made in India like the brand Royal Enfield. The Indian media even promotes their car brands, rather than showing the hero of the film driving a foreign made car, he will be shown driving a car made in India i.e., Tata Motors, Maruti, Mahindra etc. These marketing techniques play a key role in adding coolness to their locally made products. When Indian teenagers and young adults watch famous actors like Shahrukh Khan, Shahid Kapoor using an Indian product, it creates an urge inside the minds of those teenagers and young adults to purchase the product for themselves.

Through initiatives in schools and communities, we should educate people about media. They will gain a better understanding of how the media might affect their attitudes and behavior as a result. Secondly, by educating individuals to critically evaluate what they read, hear, and see in the media, we can promote their critical thinking abilities.

I would like to like to leave a recommendation for anyone who wants to work further on this topic and that's to use more theories like Media Imperialism theory alongside Cultivation theory. Another recommendation would be to work on a broader scale, for example conduct a survey of an entire city or a province to go even broader. One of my limitations when conducting this research work was that I had limited time to work in but if anyone wants to work on it on a larger scale, they will need to work for few years at least.

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