



## Social Sciences

*Elixir Soc. Sci.* 80 (2015) 31382-31387

**Elixir**  
ISSN: 2229-712X

# Impact of the Private TV Channels Dramas on Females Fashion and Dressing” (A Case study of University of Sargodha Females Students)

Muhammad Irfan Qadir

Department of Communication Studies, University of Sargodha, Sargodha, Punjab, Pakistan.

### ARTICLE INFO

#### Article history:

Received: 25 October 2014;

Received in revised form:

28 February 2015;

Accepted: 26 March 2015;

#### Keywords

Dramas,  
Channels,  
Estimate.

### ABSTRACT

This study is explaining the “Impact of the Private TV Channels Dramas on Females Fashion and Dressing” (A Case study of University of Sargodha Females students). Dramas generate a great effect on people that influence the segment of society and the whole. This study was designed to identify and estimate the female student’s viewers who belong to Sargodha University watching habits, interest, destroying cultural, and Imposing Indian trends in Pakistani society. This study also focused on attraction of dresses, postmodernism complex factors. These factors are presented by Express Entertainments, HUM TV and ARY Entertainments private TV channels. The survey research procedure was adopted. In this study universe was the (females) student of the University of Sargodha. Total 100 respondents were taken for the survey research. Drama is a more effective source of informing, educating, guiding & entertaining people. Findings of study shows that most of the female’s students watch Express entertainment channel (57%) much which is more as compared to (26%) somewhat and (17%) not at all. Across the selected age group the females’ students who are up to 25 in age watch Express entertainment channel (70%).which is much more than and the females’ students are above 25 watch Express entertainment channels (62%) so the significant difference has been observed. in term of selected education group the females students of Masters Class watch Express entertainment channel (59%) which is much more as compared to BS class of females students which are (52%). Graphical interpretation shows that up to 25 age and BS class females are attracted dresses which are presented by TV channels dramas. As well as both of them think that Private TV Channels dramas are promoting Indian cultural in Pakistani society. Along with this most of the female’s students are in favor that such types of dramas should be banned.

© 2015 Elixir All rights reserved.

### Introduction

Every society has its own a particular culture and a culture is an identity of any individual and nation. The Muslims were highly affected by the Hindu’s culture because of living with them together for a longer period in Sub-Continent. In this way, now we are facing cultural conflict and identity crisis at a large scale. (Murtaza, 2007). Fatima (2000: 60) suggests through research that TV has a long-term effect on people’s thinking. So instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values. There is no denying fact that cable TV operators can play a pivotal role in the development of national character. Monetary benefits aside, cable operators have involved themselves in promoting and spoiling of our social values (Nisar, 2002).T.V has become a major social issue in Pakistan. Television viewing is, generally supposed to create social forces of unquestionable influence. Disregarding television’s one sided policy in news and talk shows and other current affairs programs, General public, especially children and females love it just for watching entertainment that it provides. Entertainment programs are a major part of television daily routine transmission that gets attraction, interest and full attention of the viewers. We can say that whatever effects T.V is able to produce, it is due to various drama serials and series, films and musical shows,

etc. that are telecasted daily on televisions (Zubari, 1992). Pakistani media have become bolder than before and they are performing four major roles, i.e. to inform, to educate, to guide and to entertain. Pakistani media, especially television is very famous because they present a great amount of entertainment contents. Entertainment industry plays a major role in transferring culture and traditions. Some people criticize dramas because dramas sometimes cross the limits and present immoral things (Nawaz, 2006).

In light of the viewer’s interest, it is very important to note the viewer’s “habits (especially youngsters” habit) for watching cable television. This thing easily shows the serious issues regarding youngsters and society so that proper law, policies and limitations should be framed for the young viewers of cable (Zia, 2003). The advent of satellite telecommunications and broadcasting system has brought re volution in the field. Material to reach a large number of multimedia applications to enhance communication before, technology revolution has created a network of multi-media system, which still supplies the pictures, graphics, text, and voice to move many offers benefits that have resulted. (Straubhaar & LaRose, 2004). Media and transmission of culture are interrelated factors. Media is a strong carrier of cultural values and norms. American media has upper hand on rest of the world therefore Muslim countries should protect

Tele:

E-mail addresses: [IrfanQadir-Bakharbar@hotmail.com](mailto:IrfanQadir-Bakharbar@hotmail.com)

© 2015 Elixir All rights reserved

culture from foreign invasion. There must be an advisory committee of scholars, media experts, ulemas, and professors of media studies who will make laws to defend the negative effects of media. Islamic values must be advertised and developed through media. Vulgar songs, the usury, interest, music must be forbidden on media (Akbar 2009). It is impossible to escape the pervading influence of mass media. A large proportion of individuals had high amounts of media exposure more in men than in women. In a developing country like Pakistan, high media exposure has a statistically significant negative effect on body image dissatisfaction of young university students. Khan, A.N., Khalid, S., Khan, H.I. And Jabeen, M. (2011).

#### **Literature Review**

Television dramas are one of those marvels of modern media that have revolutionized the life of every man and woman and even the children try to find their lifestyle in these TV plays. There was a time when television dramas used to mould and reshape the whole life style of people in an effective manner but unfortunately such circumstances are not seen in today's modern dramas. Instead of being the second image of the Pakistani culture and traditions these TV plays are strongly influencing the brains and thoughts of teenagers. After the entire day of hard work and troublesome a person sits in front of the television to refresh his mind but he witnesses nothing but the plays based upon the violence, sex related crime and offenses of a similar nature that put a brief impact on the minds of teenagers and Pakistani culture. As regards teenagers are concerned they spend their excessive time on the television to engage themselves into some physical exercises based programs but once they switch on the television they find nothing but the useless detail reports and programs based upon the fashion industry and illegal dramas. The researchers have found that those children who spend their maximum time on the television screen get themselves indulged into less concentration in their studies. In addition television plays can also prove to be a beneficial mass medium as regards advertisements and promotional campaigns are concerned. It can surely present such promotional products that can appear to be harmful for the health and as a result those people who are less aware of this fact would definitely avoid such items. Furthermore as television dramas highlight the hunger for reputation and money in a same way it starts appearing its results on the people. They also began to get more money and as they began to consider their life boring they start living the life of their favorite character and this arises a passion in them to get all those things that the television dramas have in them. Moreover television also presents wide ranging programs on the horror and horrible characters that can appear to be frightful for the small aged children as the psychologist has concluded from their enhanced studies that much of the children who get afraid while sleeping is mainly because of watching dreadful plays on television. At the end it must never be forgotten that the life of television characters are temporary and we are living in reality. In the final conclusion, we can say that without any doubt television dramas bring negative impact on the Pakistani culture (Cited at: [www.studysols.com/impact-of-tv-dramas-on-pakistani-culture](http://www.studysols.com/impact-of-tv-dramas-on-pakistani-culture)).

Convergence of technology and traditional corporate boundaries, which is separated from the vehicle and the material, is eroding, computing, telecommunications, and broadcasting, information, entertainment, advertising, and retail. Globalization of media coverage of the national public broadcaster it is more important national and local cultural,

educational, and public affairs programming is to provide programming (Sharma, 2003). Dramas are the famous format of mass media. Media perform the basic functions, i.e. information, education, entertainment and cultural transmission. Today, more drama is viewed every week or on every weekend, and then watched in a year or even in a lifetime in the historical period (Khalid, 2010). For many years television transmission was very limited and just for a very short period of time and dramas were restricted to one to two hours, but in the 1970's format of drama was encouraged after the success of the famous program "Alex Haley Roots", T.Vs started to telecast single dramas up to 14 hours for several nights. Mainly, the purpose of drama is as entertainment; however drama can also be used for educating people and providing guidance (Biagi, 2003). T.V provides us access to all types of programs such as dramas, talk shows, comedy programs, sports programs, news, game shows and talk shows. You can watch all kinds of characters, i.e. murderers, politicians, government officials, public officials, foreign leaders, journalists, soldiers, entertainers, actors, athletes, detectives and doctors. The T.V monitor is a "tube of plenty" as scholar Erik Barnouw observed. A large number of channels are available, but viewers do not watch all more television channels, they just watch specific two to five selected available television channels. Average 36 channels received by every household, but watches less than 50% (Beck, Huang, Pollard, & Johnson, 2003). Television is known as to represent and reinforce the main ideology of current western culture: patriarchy. T.V demonstrations of females have changed greatly in the last 20 years, in order to arrange the changing role of females in society (Khalid, 2010).

In Pakistan, our drama industry made a sudden impact on the minds of people. Our Pakistani drama channels such as Indus Vision, ARY digital, Hum TV and Geo entertainment, etc., are highly influenced by Indian and western channels and trying to compete with these channels to serve as the translator for our society. They are losing their cultural identity by showing off, glamour, romance, etc. The Indian dramas & films have frequent and intensive negative impact on our social, cultural, religious beliefs and values of Pakistani youth. We all are accepting it. The effects are clearly visible on lifestyles, food, dressing, language, traditional celebrations and religion. When we look around us, find fashion everywhere, girls or boys wearing fashionable clothes, sitting together, full makeup, stylish haircuts etc. Teenagers are fond of burgers, coke and hotling thus; we can say that the media is now introducing new trends, behaviors, attitudes and standards for a modern life which greatly affected the society.

A survey conducted by Rahim (1994) indicated the change in the lifestyle of women in Hyderabad. He reports the changes in the behavior of typical housewives in many ways. The interaction with husband and children rejoiced. Time spent in socialism also decreased. Cooking pattern changed, resulting in the introduction of new dishes. Dress, outlook and appearance were disturbed along with language. The effect of dish antenna on PTV dramas by Noreen Shafiq (1995) concluded that the number of private satellite channels was increasing. PTV was not producing new and interesting programs, for the public. The standard of programming was falling. With the arrival of dish antenna people liked to watch Zee TV and enjoyed BBC. Now there were ten the position of PTV.

Shahbaz (2004) emphasizes on the influence or impact of daily night transmission of Star Plus family dramas on social and cultural values and norms of Pakistani youth of the middle class. The survey research concludes that the social-cultural thinking of Pakistani youth is under the foreign cultural values through these Star Plus dramas. They are also affecting the language, fashion, food and architect, social behavior and daily life style of Pakistani society. These dramas have increased the generation gap. And through these dramas, Pakistani youths have become more money oriented. They have created an impact on the „lifestyle“ of middle class Pakistani youth and influenced the thoughts of modernist and traditionalist thinkers. Star plus is actually interred mingling the eastern and western culture resulting in the formation of an „International Culture“ and promoting more liberalism and modernism in Pakistani society and youth. They have an impact on social interactions and on norms and values of youngsters and have increased the desires, demands and idealism in Pakistani youth. These Star Plus dramas have frequent and intensive negative impact of Pakistani youth's social and cultural norms and values.

Dattoo (2010) examined, these daily opera texts portray such images where a woman may have multiple relationships during her lifetime. Apart from the above, both locally and globally produced TV commercials expose females as highly contributing members, both, at home and at places of work and also show men as subordinate. Thus the image of the woman is represented as self-sufficient, confident and an opposite equal to men a depiction that often comes into conflict with the local gender-based social structures.

#### **Methodology**

This study was systematically designed to categorize and dig out the female viewers of private TV Dramas who belong to Sargodha University watching habits and their perceptions regarding fashion presented by Express entertainment Hum TV and ARY entertainment dramas. The researchers selected Sargodha University because it was observed that the dramas of express entertainment Hum TV and ARY entertainment dramas are very popular among female's students of Sargodha University. Having in mind the nature and requirements of this research work, survey method was chosen to search out and analyze the relationships among usage mass media and variables. For this scientific inquiry universe of the study is the female student of BS and Master level classes who belong to university of Sargodha. Convince sampling technique was opted for data collection. One hundred respondents were taken on the basis of age and education.

#### **Hypotheses**

- I. It is more likely that Private TV channels dramas destroying our cultural values.
- II. It is more likely that Private TV channels dramas Imposing Foreign Ideas in Pakistani society.
- III. It is more likely females students think that private TV dramas are promoting Indian culture.
- IV. It is more likely females students think that private TV dramas are should be banned.

over all finding shows that females viewers watch Express entertainment channel (57%) much which is more as compared to (26%) somewhat and (17%) not at all. Across the selected age group the females' students who are up to 25 in age watch Express entertainment channel (70%), which is much more than and the females' students are above 25 watch Express

entertainment channels (62%) so the significant difference has been observed. in term of selected education group the females students of Masters Class watch Express entertainment channel (59%) which is much more as compared to BS class of females students which are (52%). Exclusive over all finding shows that female students watch HUM TV channel (40%) much which is more as compared to (37%) somewhat and (22%) not at all. Across the selected age group the females' students who are above 25 in age watch HUM TV entertainment channel (40%).which is much more than and the females' students are up to 25 watch HUM TV entertainment channels (35%) so the significant difference has been observed. Whereas finding shows significant different among education group finding shows the females students of BS Class watching HUM TV entertainment Channel (44%) which is much more as compared to Master class of females students which are (39%). Over all finding shows that females viewers watch ARY entertainment channel (45%) much which is more as compared to (35%) somewhat (19%) not at all. Across the selected age group the females' students who are above 25 in age watch ARY entertainment channel (45%).which is much more as compared to the females' students are up to 25 watch ARY entertainment channels (38%) so the significant difference has been observed.in term of selected education group the females students of BS Class watch ARY entertainment Channel (61%) which is much more as compared to Master class of females students which are (55%).

Over all finding shows that females viewers watch Express entertainment channel (43%) much which is more as compared to (23%) somewhat and (34%) not at all. in term of selected education group the females students of Masters Class taking interest in express Entertainment Channel (55%) which is much more as compared to BS class of females students which are (48%). Across the selected age group there is no significant difference has been observed. Exclusive over all finding shows those females taking interest in HUM TV channel (50%) much which is more as compared to not at all (34%) and (32%) somewhat. in term of selected age group there is no significant difference has been observed. Whereas findings shows significant different among education group finding shows the females students of BS Class taking interest in HUM TV Channel (52%) which is as compared to Master class of females students which are (40%). Over all finding shows that females viewers watch ARY entertainment channel (39%) much which is more as compared to (36%) not at all and (25%) somewhat. in term of selected education group the females students of BS Class taking interest in ARY entertainment Channel (50%) which is much more as compared to Master class of females students which are (29%). Across the selected age group there is no significant difference has been observed.

Over all finding shows that Express entertainment channel is destroying our cultural values (43%) much which is more as compared to (33%) somewhat and (26%) not at all. in term of selected age group the females students of up to 25 think that express Entertainment Channel is destroying our cultural values (58%) which is much more as compared to age of above 25 years which are (52%). Across the selected education group there is no significant difference has been observed. Exclusive over all finding shows that female's student thinks that HUM TV entertainment channel is destroying our cultural (49%) much which is more as compared to not at all (33%) and (28%)

Watching Frequency of Private TV Entertainment Channels					
Category	Overall	Age		Education	
		Up to 25	Above 25	BS	MA
<b>Express Entertainment</b>					
Much	57	70	62	52	59
Somewhat	26	16	19	26	22
Not at all	17	14	19	20	21
<b>HUM TV</b>					
Much	40	35	40	44	39
Somewhat	37	33	35	30	41
Not at all	22	13	9	10	20
<b>ARY Entertainments</b>					
Much	45	38	45	61	55
Somewhat	35	52	40	24	25
Not at all	19	11	15	16	20

\*Figures showing percentage n=100

#### Interest in Private TV Entertainments Channels

Category	Over all	Age		Education	
		Up to 25	above 25	BS	Master
<b>Express Entertainments</b>					
Much	43	55	54	48	55
Somewhat	23	20	13	20	15
Not at all	34	25	33	32	20
<b>HUM TV</b>					
Much	50	44	40	52	40
Somewhat	15	29	24	25	28
Not at all	34	27	33	23	28
<b>ARY Entertainment</b>					
Much	39	56	54	50	29
Somewhat	25	18	17	17	18
Nor at all	36	27	28	33	33

\*Figures showing percentage n=100

#### Destroy Cultural Values by Entertainment TV Channels

		Age		Education	
		Up to 25	Above 25	BS	Master
<b>Express Entertainments</b>					
Much	41	58	52	50	47
Somewhat	33	29	22	27	26
Not at all	26	19	21	23	27
<b>HUM TV</b>					
Much	49	44	48	45	49
Somewhat	28	29	25	30	23
Not at all	33	27	27	25	28
<b>ARY Entertainment</b>					
Much	41	47	40	46	40
Somewhat	29	27	32	30	26
Not at all	30	26	27	24	30

\*Figures showing percentage n=100

**Imposing Foreign Ideas by Private TV Channels**

Category	Overall	Age		Education	
		Up to 25	Above 25	BS	Master
<b>Express Entertainments</b>	37	38	40	38	42
Much	36	32	32	29	28
Somewhat	27	30	28	32	30
Not at all					
<b>HUM TV</b>	42	45	44	43	43
Much	26	25	23	22	24
Somewhat	32	30	33	35	31
Not at all					
<b>ARY Entertainments</b>	38	40	42	40	44
Much	23	26	25	22	24
Somewhat	39	34	33	38	32
Not at all					

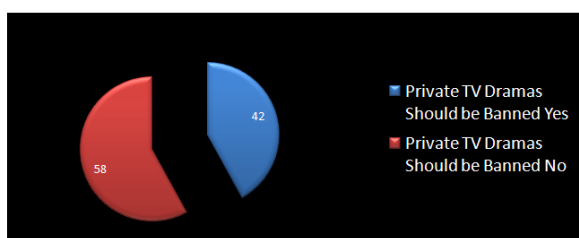
\*Figures showing percentage

n=100

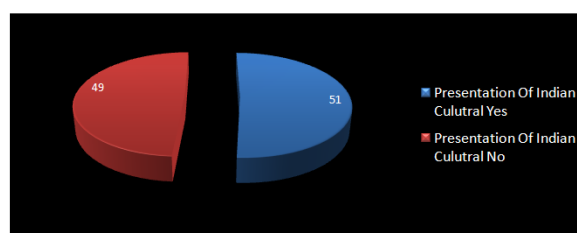
somewhat. in term of selected age and education group there is no significant difference has been observed. Over all finding shows that females viewers watch ARY entertainment channel (41%) much which is more as compared to (30%) not at all and (26%) somewhat. Whereas among the selected age group the females students of up to 25 think that ARY entertainment channels is destroying our cultural values (47%) and the students of above 25 years thinks that (40%). in term of selected education group the females students of BS Class thinks that ARY entertainment Channel is destroying our cultural values (46%) which is much more as compared to Master class of females students which are (40%).

Over all finding shows that Express entertainment channel is imposing foreign cultural (37%) much which is more as compared to (36%) somewhat and (27%) not at all. in term of selected education group the students of Masters Class think that express Entertainment Channel imposing foreign Cultural (42%) which is more as compared to BS class thinking which is (38%). Across the selected age group there is no significant difference has been observed. Exclusive over all finding shows that HUM TV channel is imposing foreign cultural (42%) much which is more as compared to (26%) somewhat and (32%) not at all. in term of selected education and age group there is no significant difference has been observed. Whereas Over all finding shows that ARY entertainment channel is imposing foreign cultural (38%) much which is more as compared to (23%) somewhat and (9%) not at all. in term of selected age and education groups there is no significant difference has been observed.

**Graphical Presentation of Females Perception about Private TV Channels Dramas**



The findings of the graphs show that the private TV channels dramas should not be banned because (58%) female's students are against banning of these dramas.



The findings of the graph shows that the private TV channels dramas presented Indian cultural because (51%) female's responded that the dramas are presenting Indian cultural.

**Summary and Discussion**

Drama is a unique tool to explore and express human behavior, feeling, and emotion. It highlights the picture of a society in a dramatic style which seems to a spectator or viewer that he is performing himself. Drama is a more effective source of informing, educating, guiding & entertaining people. The current study was conducted "Impact of the Private TV Channels Dramas on females fashion and dressing" (A Case study of University of Sargodha Females Students). Having in mind the importance and requirement of this present study survey research method was chosen. over all finding shows that females viewers watch Express entertainment channel (57%) much which is more as compared to (26%) somewhat and (17%) not at all. Exclusive over all finding shows that female students watch HUM TV channel (40%) much which is more as compared to (37%) somewhat and (22%) not at all. Over all finding shows that females viewers watch ARY entertainment channel (45%) much which is more as compared to (35%) somewhat (19%) not at all. Over all finding shows that females viewers watch Express entertainment channel (43%) much which is more as compared to (23%) somewhat and (34%) not at all. Exclusive over all finding shows those females taking interest in HUM TV channel (50%) much which is more as compared to not at all (34%) and (32%) somewhat Over all finding shows that females viewers watch ARY entertainment channel (39%) much which is more as compared to (36%) not at all and (25%) somewhat.

Over all finding shows that Express entertainment channel is destroying our cultural values (43%) much which is more as compared to (33%) somewhat and (26%) not at all. Exclusive over all finding shows that female's student thinks that HUM TV entertainment channel is destroying our cultural (49%)

much which is more as compared to not at all (33%) and (28%) somewhat. Over all finding shows that females viewers watch ARY entertainment channel (41%) much which is more as compared to (30%) not at all and (26%) somewhat. Over all finding shows that Express entertainment channel is imposing foreign cultural (37%) much which is more as compared to (36%) somewhat and (27%) not at all Exclusive over all finding shows that HUM TV channel is imposing foreign cultural (42%) much which is more as compared to (26%) somewhat and (32%) not at all. Whereas Over all finding shows that ARY entertainment channel is imposing foreign cultural (38%) much which is more as compared to (23%) somewhat and (9%) not at all. The findings of the graph shows that the private TV channels dramas presented Indian cultural because (51%) female's responded that the dramas are presenting Indian cultural.

#### Recommendations

- Pakistani mass media, politicians, artists, models, stars and else every citizen should promote its own Pakistani culture instead of imitating the culture of other's countries.
- It is the liability of government to ban all those CD, DVD cassettes, websites on internet and Channels on cable TV network which are promoting vulgarity & sexuality as well as Indian cultural which are presented in dramas.
- The people particularly, the females should be more cautious about their dressing regarding their chastity and decency.
- The real Pakistani Islamic culture should also be discussed and included in syllabus and books to guide the new generation about our social, cultural, religious and family values and norms.
- The people related to drama & film industry should make pedantic and constructive movies and dramas to build up a dignified nation and eradicate social evils from the society.

#### References

1. Akbar, M.W. (2009). Cultural Invasion of Western Media and Muslim Societies. *Global Media Journal* 2(2).<http://www.aiou.edu.pk/gmj/CULTURAL%20INVASION%20OF%20WESTERN%20MEDIA%20AND%20MUSLIM%20SOCIETIES-4.asp>.
2. Beck, V., Huang, G. C., Pollard, W. E., & Johnson, T. J. (2003). TV drama viewers and health information. paper presented at the American public health association 131st annual meeting and exposition, San Francisco, California
3. Biagi, S. (2003). *Media impact: an introduction to mass media* (4th edition). (Wadsworth Publishing Company), pp. 151, 152, 157.
4. Dato, Al-Karim (2010) "Media and Youth Identity in Pakistan: Global- Local Dynamics and Disjuncture", *Journal of Alternative Perspectives in the Social Sciences*, Vol. 2, Special Issue No1, pp.192-215
5. Fatima, Nabiha (2000). Effects of Satellite Channels (ZEE TV) on Middle Class of Lahore. M.A. Thesis, University of the Punjab, Lahore. Pp. 60
6. <http://www.ilmkishama.com/exposure-to-private-channels-infotainment-programs-and-viewers-perceptions-e>
7. <http://www.studysols.com/impact-of-tv-dramas-on-pakistani-culture/>
8. Khalid, A. (2010). Impact of star plus soap operas on lifestyle of students of University of Sargodha. Master's Thesis, Department of communication studies, University of Sargodha.
9. Khan, A. N., Khalid, S., Khan, H. I., & Jabeen, M. (2011). Impact of today's media on university student's body image in Pakistan: a conservative, developing country's perspective. *BMC public health*, 11(1), 379.
10. Nawaz, M. (2006). *Mass communication: an introduction to information revolution, theories, skills and practices* (Higher education commission Islamabad, Pakistan), pp. 202.
11. Nisar, A.M. (2002). Cable operators should promote our social values and culture. *The News*, September 16, 2002.
12. Rahim, A. (1994). Impact of cable TV on television and video viewing in Hyderabad: A survey. *Media Asia: an Asian mass communication quarterly*, 21 (1), 15-20.
13. Shafiq, N. (1995). The effect of the dish antenna on PTV dramas. Unpublished master's thesis, Department of Mass Communication, Bahauddin Zakariya University, Multan, Pakistan
14. Shahbaz, Z.(2004). Impact of cable TV channels Star Plus soap operas on social and cultural norms and values of Pakistani youth. (P.123) Unpublished master's thesis, Department of Mass Communication, Lahore College for Women University, Lahore
15. Sharma, J. T. (2003). *Digital broadcasting journalism*. (Author press, Tarun Off. Delhi) 1st edition.
16. Straubhaar, J., & LaRose, R. (2002). *Media now: communication media in the information age* (3<sup>rd</sup> edition). (Wadsworth group a division of Thomson learning, Inc), P. 231, 262.
17. Zia, A. (2003). Cable television: a vision for the future, Report based on Seminar held on March 17, 2003 by the Pakistan Electronic Media Regulatory Authority (PEMRA). pp. 31-32
18. Zubari, N. A. (1992). Effects of television on children of middle class families in Karachi-a crosssectional study (unpublished: PhD. thesis). Department of Mass Communication, University of Karachi, Pakistan.