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# “Impact of Private Television Channel Dramas at Viewers Perception: a Study Conducted on Females of Islamabad City”

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## **Abstract**

The television can play the role of culture promoting medium but in the same way it can also play the role of culture violating tool. This medium has grabbed attention of many viewers since decades due to variety of programs but dramas of private TV channels gain high viewership as compare to other programs. On these channels, dramas of other countries have also been shown which does not only entertain but bring their culture with them to our society. To analyze the impact of these dramas on females of our society, this study has been conducted. In this study 200 females from Islamabad were taken as sample units to get their perspective regarding impact of private TV dramas. The sampling technique used to select sample unit for survey method was convenience technique of non-probability sampling. The

results of survey proved that private TV dramas affect the social and religious system of Pakistan. Moreover, brings culture of foreign countries to Pakistan besides damaging its own culture.

## **Keywords:**

TV channels, impact, society, culture.

## **Introduction**

Media is the most powerful instrument of communication and has the power to manipulate the opinion of common people. Stanley j. Baran (2004), says that media is saturating our everyday lives that we are often unconscious of its presence and influence upon us. Media inform us, entertain us, educate us and aggravate us. Media moves our emotions, challenges our mind, and insults our intelligence. Media represents an important mechanism for

peoples of different social, cultural and tribal groups to learn about each other. The importance of mass communication and its affects are as old as the history of mass media .People always likely to know how media messages are influencing people by bringing about an ordinary change in their values, norms and culture. Media is nowadays have become a part of our life particularly television. It will not be wrong that there we can't find even a single house without television. Television is making the audience to aware about the latest information. Dramas are the biggest source of entrainment for Television. It also educates and motivates towards the new trends. TV dramas are the biggest source of enhancing the cultural values and norms. Now Turkish dramas are playing by different T.V channels .Thesedramas are threats to our Urdu dramas and especially to our Pakistani culture. These dramas are against to our customs, tradition and culture .Turkish dramas are promoting vulgarity in our society .These dub dramas are destroy our Pakistani Urdu dramas. Pakistani Urdu dramas are not portrayed true picture of women. Role of women in Pakistani Urdu dramas are against our own culture. Women are now very depressed and have no value in

society. Some Urdu dramas show sister revival sister which is totally against our moral and cultural values. Mostly girls or women are wearing western clothes. Now a day's women are adopting the different cultural aspects like living style i.e food, clothes, languages etc. Exchange of cultures is the good sign of development but on the other hand it is great threat to own culture. Dramas have the great and direct influence on viewers. So Pakistani TV dramas should be planned under the influence of Pakistani cult.

### **Literature Review**

Saleem, Nosheena (1994) researched on "Cultural imperialism .A case study of the impact of Dish Antenna on Pakistani society". She conducted the survey research. In her research she found that "most of the people like to watch Dish Antenna and they are the regular viewers. Most popular channel among the viewers is ZEE TV. Mostly Hindi and English language used in majority of programs." It is concluded the mostly women are attracting towards dresses, hairstyle of Indian ad western models. It also has great effect on themes and production of PTV and STN programs. Aftab butt, Sehar (2000) researched on "An

Analytical study of the role PTV dramas in educating the masses about women problems (july2001-june2002)”. In her research she used two method, survey and content analysis method. She significantly analyzed dramas of prime time and Khawateen time from July to June 2002. In her research she concluded that PTV dramas failed to educate the people but successes in highlighting women issues. The theme of PTV dramas lost diversity and every drama has same subject to appear. Due to this PTV has less viewership than cable TV network. Due to exposure to other channels hobbies and perceptions have changed with the passage of time”. Zaid bin Ismail, Rao (2004) conducted research on “impact of Television on youth”. In his research he used survey method with the help of questionnaire. He found that “Due to television programs the views of student of Punjab University had modernized. Their views about different issues have modernized like parental authorities, women’s freedom, coeducation etc. it is difficult to understand that whether the modern views of people are due to television or due to other source of information. Tariq, Saba (2005) carried out a research on “the comparative study of PTV and GEO TV in

promoting Pakistani cultural”. She used survey method technique in her research. She assumed that “Pakistan television is effective re-presenter of Pakistani culture and its characteristic with the help of its contents like dramas, cooking shows and cultural shows. Due to its cultural contents Pakistani television dramas had a wide range of viewership and credibility. Geo TV has heavy viewership of its talk shows, researcher conclude that GEO TV is promoting the fake image of Pakistani culture by highlighting others culture instead of Pakistani culture”.

Majeed, Ayesha (2005) carried out a research on “Influence of star plus dramas on female students of Punjab University”. In her research she used survey method techniques. She concluded that Dramas are the best source of entertainment but the idea of dramas is to point out a exiting and social problem from which a positive message gained that improves our lives. Star plus dramas is one of the best sources of entertainment which attracts our youth towards them. The main priority of star plus dramas is to highlight their culture and region. Indian culture is penetrating in praying, festivals, dresses, relationships; the

main reason is the heavy viewership of star plus dramas. Ali (2001) carried out research on “Impact of satellite television channels on the people living in Lahore”, he used questionnaire method in his research. The questionnaire filled by 800 social science student of the University of the Punjab. The purpose of this research was to find out the influence of satellite television on the lives of people living in Lahore. Ahtesham (1998) carried out a research on “the effect of PTV dramas on wedding ceremonies and Islamic thoughts proved that the marriage ceremonies in PTV dramas were under the influence of Indian and western culture. Islam teaches simplicity. PTV dramas have unlimited glamour and these dramas were playing significant role in putting the viewers in psychological conflicts”. Yoshii (2001) conducted the research on “Transformation in media and society: laying the ground work for cultural ecology proved that how changing in communication and diffusion of new media changes the whole society and culture. The flow of information is speeding up with the help of new media, radical changes has occurred in the world such as never been occurred before. The world will change to a value system that disclosure changes. If new

media used inappropriately, not only serious social problems brings out but also create communication and information gap between rich and poor and between those who do not decisively need to create awareness about media literacy and media ethics”. Zia (2007) in his research on “effects of cable television on women in Pakistan” explained that reading habits and routine of viewers has effected by television. He conducted a survey research in which he concluded that “there is pattern of changes where these are improved they tend to be among the paper of popular press where decreases among the more serious papers. Television motivates the reading items that show in television programs.

### **HYPOTHESES**

- It is more likely that private television dramas are help to improve status of the females of Islamabad.
- It is more likely that private television dramas are negatively educating the females of Islamabad.
- It is more likely that private television dramas are destroying our cultural values.

## Methodology

In this study total two hundred female respondents has been taken for survey research from Islamabad city. A well standard questionnaire was developed for the data collection. These students belonged to the Master level classes. And the response rate was very good from respondents and the values of Crome Batch Alpha was (. 91) which is highly significant value of reliability of data. To meet the requirement of this study, convince sampling technique was used for collection of data from the target population.

## Data Analysis

**Table 1:** Frequency of watching Television

Question		Responses	%	Mean
Watching of Television	SA	93	47	4.3
	A	73	37	
	UND	27	14	
	DA	06	03	
	SDA	01	01	

Table showed that 47 percent females strongly agree with this statement and 37 percent females agree with it while 14 percent females remained undecided whereas 03 percent disagreed and 01 percent females

strongly disagree with it & the mean score was 4.3.

**Table 2:** Number of viewers watching private TV dramas

Question		Responses	%	Mean
Watching of private TV drama	SA	73	37	4
	A	78	39	
	UND	28	14	
	DA	16	08	
	SDA	05	03	

Table showed that 37 percent females

strongly agree with this statement and 39 percent females agree with it while 14 percent females remained undecided whereas 08 percent disagreed and 03 percent females strongly disagree with it & the mean score was 4.

**Table 3:** Interest in private TV drama

Question		Responses	%	Mean
Interest in private TV drama	SA	85	43	4.1
	A	80	40	
	UND	13	07	
	DA	18	09	
	SDA	04	02	

Table showed that 43 percent females strongly agree with this statement and 40 percent females agree with it while 07 percent females remained undecided whereas 09

percent disagreed and 02 percent females strongly disagree with it & the mean score was 4.1.

**Table 4:** Do you think private TVdramas affect our social system?

Question		Responses	%	Mean
Do you think private TV dramas affect our social system?	SA	86	43	4.1
	A	77	39	
	UND	17	09	
	DA	19	10	
	SDA	01	01	

Table showed that 43 percent females strongly agree with this statement and 39 percent females agree with it while 09 percent females remained undecided whereas 10 percent disagreed and 01 percent females strongly disagree with it & the mean score was 4.1.

**Table 5:** Do you think private TVdramas affect our religious system?

Question		Responses	%	Mean
Do you think private TV dramas affect our religious system?	SA	68	34	3.7
	A	50	25	
	UND	43	22	
	DA	37	19	
	SDA	02	01	

Table showed that 34 percent females strongly agree with this statement and 25

percent females agree with it while 22 percent females remained undecided whereas 19 percent disagreed and 01 percent females strongly disagree with it & the mean score was 3.7.

**Table 6:** Do you think that TV dramas develop complex thoughts among females?

Question		Responses	%	Mean
Do you think that TV dramas develop complex thoughts among females?	SA	73	37	3.5
	A	73	37	
	UND	17	09	
	DA	32	16	
	SDA	05	03	

Table showed that 37 percent females strongly agree with this statement and 37 percent females agree with it while 09 percent females remained undecided whereas 16 percent disagreed and 03 percent females strongly disagree with it & the mean score was 3.5.

**Table 7:** Do you think that TVdramas are creating vulgarity among females?

Question		Responses	%	Mean
Do you think that TVdramas are creating vulgarity among females?	SA	70	35	3.9
	A	75	38	
	UND	29	15	
	DA	24	12	
	SDA	02	01	

Table showed that 35 percent females strongly agree with this statement and 38 percent females agree with it while 15 percent females remained undecided whereas 12 percent disagreed and 01 percent females strongly disagree with it & the mean score was 3.9.

**Table 8:** Do you think that TVdramas areinformative for females?

Question		Responses	%	Mean
<b>Do you think thatTV dramas are informative for females?</b>	SA	80	40	<b>4.1</b>
	A	83	42	
	UND	28	14	
	DA	09	06	
	SDA	00	00	

Table showed that 40 percent females strongly agree with this statement and 42 percent females agree with it while 14 percent females remained undecided whereas 06 percent disagreed and none of the femalesstrongly disagree with it & the mean score was 4.1.

**Table 9:** Do you think that Pakistani TVdramas are representingIndian culture?

Question		Responses	%	Mean
<b>Do you think that TVdramas are representingIndian culture?</b>	SA	70	35	<b>3.9</b>
	A	87	44	
	UND	21	11	
	DA	13	07	
	SDA	09	06	

Table showed that 35 percent females strongly agree with this statement and 44 percent females agree with it while 11 percent females remained undecided whereas 07 percent disagreed and 06 percent females strongly disagree with it & the mean score was 3.9.

**Table 10:** Do you think thatTV dramas should be banned?

Question		Responses	%	Mean
<b>Do you think that TV dramas should be banned?</b>	SA	60	30	<b>3.9</b>
	A	78	39	
	UND	40	20	
	DA	18	09	
	SDA	04	02	

Table showed that 30 percent females strongly agree with this statement and 39 percent females agree with it while 20 percent females remained undecided whereas 09 percent disagreed and 02 percent

females strongly disagree with it & the mean score was 3.9.

### Summary

TV dramas have deep impact on people's minds as they create scenes in such manner that people consider themselves part of that drama and apply those scenarios in their real lives. To observe the impact of private TV dramas this study has been conducted on females who belong to Islamabad city. The reason behind taking females as respondents is that they possess a highly level of interest towards dramas in Pakistan. Total number of 200 respondents have been taken from the Islamabad city on basis of convenience. When females were asked about effect of TV dramas on social system, results came out as 43 percent females strongly agreed and 39 percent females agreed with it whereas 10 and 01 percent females disagreed and strongly disagreed with statement respectively. Similarly when they were asked about impact of dramas on religious system. Findings showed that 34 and 25 percent females strongly agreed and agreed with this statement while 19 and 01 percent of females disagreed and strongly disagreed with it leaving the mean score as 3.7. In order to get perspective regarding

positive impact of private TV dramas, females were asked that are they getting any information from these dramas. They gave response as 40 and 42 percent females strongly agreed and agreed with this statement respectively whereas 06 percent females disagreed with it leaving the mean score 4.1. Hence it can be concluded from these findings that private TV dramas are affecting negatively to the females of Pakistan.

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