

# CULTURAL EFFECTS OF INDIAN PRIMETIME DRAMAS ON FEMALE YOUTH OF PESHAWAR (PAKISTAN)

<sup>1</sup>Ashgar Ali Shah, <sup>2</sup>Farrukh Nazir, <sup>3</sup>Muhammad Bilal Bhatti and <sup>4</sup>Ameen Gillani

<sup>1</sup>Department of Psychology, International Islamic University, Islamabad, Pakistan  
drasgharali@iiu.edu.pk

<sup>2</sup>Center for Media and Communication Studies, University of Gujrat, Gujrat, Pakistan  
f\_farrukh@yahoo.com

<sup>3</sup>Institute of Communication Studies, University of the Punjab, Lahore, Pakistan  
erodedwoods@gmail.com

<sup>4</sup>Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan

**ABSTRACT:** *The study was conducted to find the association between exposure of Indian primetime dramas through Geo, Hum, and Urdu-1 television channels and adoption of Indian culture. The cognitive, attitudinal and behavioral effects of watching Indian Primetime dramas were also examined. Further, the viewership extent of Indian primetime dramas was also monitored. The study was conducted on the female youth of Peshawar. The purposive sampling method was applied and the survey was conducted from the sample of 300 respondents. The results revealed different viewership extent of the Indian primetime dramas as per the education and age of the respondents. With the increase in age and education there was decrease in the viewership of the Indian primetime dramas. Furthermore, there were found very low cognitive and attitudinal affects whereas no behavioral effects of Indian prime time dramas. The research indicated no adoption of Indian culture through viewership of Indian primetime dramas.*

**Keywords:** Effects, Indian Primetime Dramas, Pakistani Culture, Female Youth, Peshawar

## 1. INTRODUCTION

### 1.1 Background of Study

The television was launched in Pakistan in 1964. Syed. S. [1] claimed that electronic media put their best to provide entertainment and information in the best possible way. M. G Durham, D. Kellner and M. McLuhan [2] stated that media must be taken seriously because they are a vital agent towards change in this modern time. Hamelink [3] said that cultural imperialism or cultural globalization is the method through which leading culture try to infiltrate the culture of any other country and then replace the satellite culture.

### 1.2 Cable Television in Pakistan

Zia, A. [4] revealed cable TV viewership in urban areas standing higher at (85%) than (50%) in rural areas during 2013. The viewership of cable channels rural area was at 34% in 2010, therefore registered 16% growth rising to 50%. The viewership of such channels stagnated at the same level during the past couple of years. The cable television viewership has now ascended till 64% from 55% recorded in 2010 [5].

### 1.3 Indian Media Influence

Indian cable television channels that are cabled throughout South East Asia produced dramas, music programs, and reality shows etc. Indian media produced cartoon programs in Hindi language like "Chota Bheem". They also dubbed Walt Disney cartoon in Hindi, which are watched in Pakistan. Not only cartoon programs, the National Geographic, Discovery, and Animal Planet documentaries were translated in Hindi. Indian TV prime time dramas were enriched with Hindi cultural rituals, wedding functions, religious ceremonies, and dance instead of a meaningful story. Cable connection is available almost across the Peshawar city. Various Pakistani television channels such as Hum, Geo, ARY Digital, A-plus, Express entertainment, TV-one on air Indian dramas, music, films, and reality shows.

### 1.4 Geo TV

It started first transmission at 14 August, 2002. Mir Shakil-ur-Rehman remained the owner of this channel. Geo Entertainment is showing various Indian dramas in prime time like Qubool hay, and Sapnay Suhanay Larakpan Kay etc. Gallup Pakistan Survey [6] ranks Geo Entertainment at 6<sup>th</sup> number among top twenty channels as per viewership.

### 1.5 Urdu-1 TV

This channel is owned by Alliance Media Dubai. It has headquarters in Karachi. Its transmission was started on 12<sup>th</sup> of June 2012. This channel stands on number 10<sup>th</sup> among the top 20 channels [7]. Urdu-1 is on airing Turkish, Indian and Croatian dramas. Aik Hazaro Main Meri Behna Hay, Sath Nibhana Saathiya, and Diya aur batti are shown on Urdu-1 television.

### 1.6 HUM TV

Its transmission was started on 17<sup>th</sup> of January, 2005. It is showing Indian dramas such as Junoon Tairay Pyar Ka and Utran etc. Hum TV was ranked 11th among 20 top channels having high viewership [8].

### 1.7 Problem Statement

The increasing exposure to foreign culture may result in loss of both, local rituals and the cultural identity. Researchers were interested to study the Indian culture effects on the female youth of Peshawar, a city with strong cultural background.

## 2. Literature Review

Zia. A. [9] indicated the existence of an association between cable television viewing and the effects it causes on viewers. Arif. I. [10] told that foreign media affected the viewers' lifestyle in Pakistan. Cable television channels are disseminating information about fashion trends, rituals, and dresses. The viewers are obsessed by these channels. The domestic language and literature are being badly affected. Zia. A. [11] said that the viewers were watching television primarily for the entertainment purpose. About 70 percent of the females were primarily interested to watch films and dramas. They were not interested in seeking for information

about topics other than the entertainment. Taylor and Altman [12] similarly concluded that if people spend more time watching television and involving themselves with television characters, they will become more closely with these media characters. Such viewers may instinctively live more close with characters in the media as compared to the people around them in real life. Belson, W. [13] revealed that the people who watch television excessively their reading habits get affected besides their routine of reading the books. Chalaby, J. K. [14] satellite television channels make use of local languages for showing on the local networks. These news, entertainment and sports programs introduced a new kind of language which would be called as Hinglish, carrying mixture of Hindi and English [15]. The book written by Wilson "Youth culture and universities" indicates that television's influence is a major contributor in reshuffling and changing attitudes of young generation [16]. Skinner [17] stated that the people of Trinidad, who watch more USA programs, carry more positive image of USA in contrast to those who do not watch these programs. Tsai [18] established similar findings that the children watching television have inclined admiration for American culture comparing to those children which don't watch television in Taiwan. Further more such children are found less interested in their native culture. The youth who watch cable television bear favorable attitude about the foreign culture in Cameroon especially they were influenced of the characters' dressing [19]. Butt. S. [20] proved that Indian television soap operas promote their own rituals. These channels through soap operas directly or otherwise project names of their religious books, god and goddess. The women admire Indian culture shown in their television [21]. Those who watch Indian shows and serials escape from reality because the portrayal on these channels can be considered far from reality [22]. Ruwandeepa, V. D. [23] revealed that 40% women over there idealize and like modern characters shown in Indian dramas. Mostly buyers consciously or otherwise buy the items which are worn by the actors in these dramas. The Indian television channels being beamed across Pakistan represent Indian culture, aiming to persuade the viewers for admiring their culture [24]. Farooq. U. [25] told that such soap operas basically show domestic problem and conflicts which becomes very attractive for housewives and middle class women. Saleem [26] revealed that Indian dramas not only influence the cultural and social values but also the religious beliefs of viewers. The media are playing vital role in promoting Hindi language in Pakistan [27].

### 2.1 Study Objectives

- i. To explore cognitive, attitudinal, and behavioral affects of Indian primetime dramas on the female youth of Peshawar.
- ii. To find viewership extent of primetime Indian dramas through Hum, Geo, and Urdu-1 television channels by female youth of Peshawar.

- iii. To examine association between exposures of Indian telecasted dramas and the adoption of Indian culture.

### 2.2 Research Questions

- i. To what extent the female youth of Peshawar watches Indian primetime dramas via Geo, Hum and Urdu-1?
- ii. What are cognitive effects of Indian telecasted prime time dramas through Geo, Urdu-1, and Hum television channels on female youth of Peshawar?
- iii. What are attitudinal effects of Indian primetime dramas televised through Geo, Urdu-1 and Hum television channels on female youth of Peshawar?
- iv. What are behavioral effects of Indian prime time dramas telecasted through Geo, Urdu-1, and Hum television channels on female youth of Peshawar?
- v. Does exposure of Indian primetime dramas lead to the adoption of Indian culture?

### 3. Methodology

Female students studying in all universities and colleges of Peshawar between ages 15-29 and education F.A/F.Sc to M.A/M.Sc were the population of the study. The purposive sampling technique was adopted. Total 300 survey forms were distributed among the respondents. Three categories of the sample were made; each comprising of F.Sc/FA, B.Sc/B.A and M.Sc/M.A students. Total 100 questionnaires were distributed among the each category of the respondents. They were asked initially about the presence of cable connection at home and watching the Indian primetime dramas. Upon their affirmation they were to fill further questionnaires. The researchers got back 100 from FA/F.Sc, 96 from BA/B.Sc and 98 questionnaire forms from MA/M.Sc female students. A total of 294 questionnaires forms were received back. The Likert scale was used to analyze and measure the respondents' behaviors and attitudes. The SPSS was used the data analysis.

#### 3.1 Operationalization of variables

##### 3.1.1 Cognitive effects

The indian televised dramas effects on the knowledge of the viewers about the indian culture, rituals, characters of dramas, and the indian language.

##### 3.1.2 Attitudinal effects

The tendency of the viewers liking or disliking the indian culture, rituals, characters and the language portrayed in the indian televised dramas

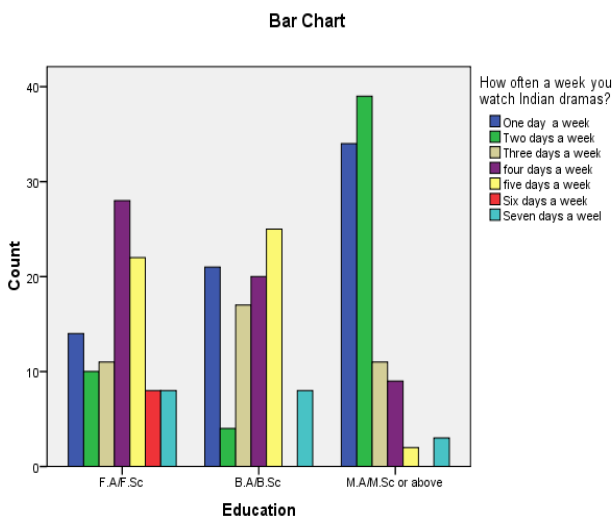
##### 3.1.3 Behavioral effects

The adaptation and the practice of the indian culture, rituals, and language by the viewers including the dressing, and the body language of the characters in indian televised dramas.

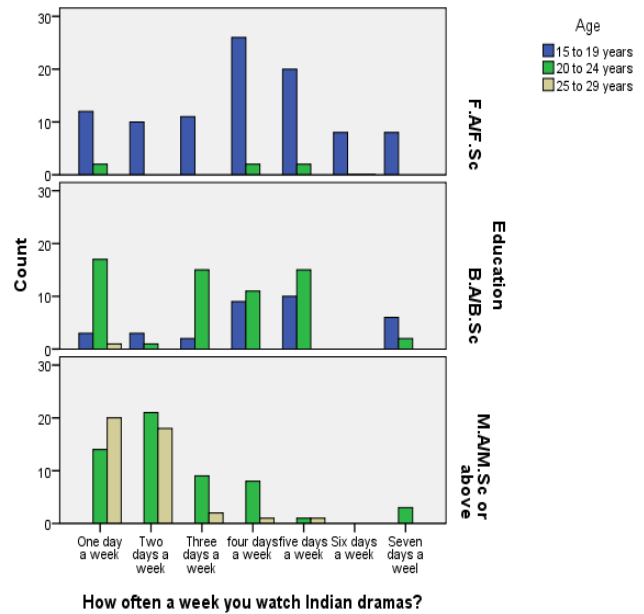
**4. RESULTS**

**Table. 1**

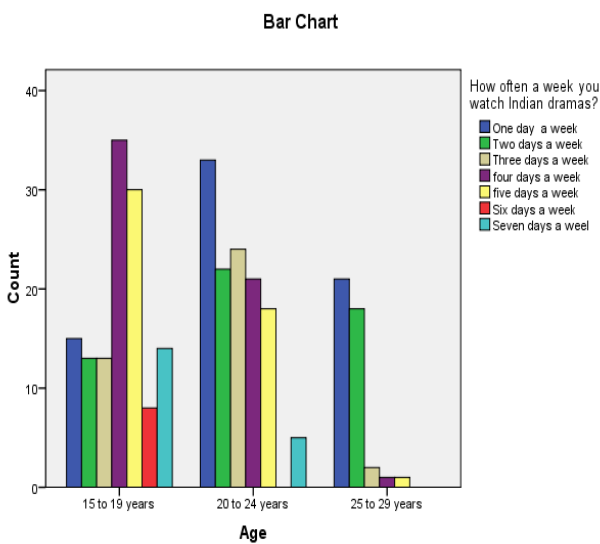
Count	Education * How often a week you watch Indian dramas? Crosstabulation							
Education	How often a week you watch Indian dramas?							Total
	1 day a week	2 days a week	3 days a week	4 days a week	5 days a week	6 days a week	7 days a week	
FA/FSc	14	10	11	28	22	8	8	101
BA/BSc	21	4	17	20	25	0	8	95
MA/MSc	34	39	11	9	2	0	3	98
Total	69	53	39	57	49	8	19	294



**Chart-1**



**Chart-3**



**Chart-2**

**5. DISCUSSIONS**

According to crosstabs, the results indicated that the 23% respondents watched one day a week, 18% watched two days in one week, the viewers (13%) three days a week, 19% for four days a week, 16% five days a week, 3% six days a week, and 7% watch Indian prime time dramas 07 days a week. The marked difference between the viewership consumption patterns of Indian prime time dramas is apparent. With the increase in education level i.e. MA/MSc the viewership of these dramas per days a week decreases. The 15-29 years age group having B.A/BSc and FA/FSc found having more viewership per days a week. The frequency for watching Indian prime time dramas were divided into two categories. The viewership from one day to three days per week represented less viewership whereas from four days to seven days per week represented the heavy viewership of the Indian prime time dramas. This division came up with interesting facts about the respondents' education levels.

The viewership by FA/FSc respondents falls under higher viewership category (4 to 7 days a week) with 20%, BA/BSc

respondents with 18% whereas MA/MSc with only 5% of viewership under the 4 to 7 days per week. The viewership of respondents under the category of 1 to 3 days per week came up with less viewership indicating FA/FSc 12%, BA/B.Sc 14.28% and MA/MSc 28.57% of Indian prime time dramas. (Table 1 & 2 and Chart 1, 2 & 3)

**Table. 2**

Count	Age * How often a week you watch Indian dramas? Crosstabulation							
Age	How often a week you watch Indian dramas?							Total
	1 day a week	2 days a week	3 days a week	4 days a week	5 days a week	6 days a week	7 days a week	
15-19	15	13	13	35	30	8	14	128
20-24	33	22	24	21	18	0	5	123
25-29	21	18	2	1	1	0	0	43
Total	69	53	39	57	49	8	19	294

**Table. 3**

		Role1	If yes, then how often a week you watch Indian dramas?
Spearman's rho	Role1	Correlation Coefficient	1.000
		Sig. (2-tailed)	.084
		N	.153
			294
	If yes, then how often a week you watch Indian dramas?	Correlation Coefficient	.084
		Sig. (2-tailed)	1.000
		N	.153
			294

**Table. 4**

Spearman's rho	If yes, then how often a week you watch Indian dramas?	Correlation Coefficient	1.000	.119*
		Sig. (2-tailed)	.	.041
		N	294	294
	Role2	Correlation Coefficient	.119*	1.000
		Sig. (2-tailed)	.041	.
		N	294	294

**Table. 5**

		If yes, then how often a week you watch Indian dramas?	Role3
Spearman's rho	If yes, then how often a week you watch Indian dramas?	Correlation Coefficient	1.000
		Sig. (2-tailed)	-.041
		N	.489
			294
	Role3	Correlation Coefficient	-.041
		Sig. (2-tailed)	.489
		N	294

The new variable with the name "Role 1" was computed to measure cognitive effects. The results indicated that the correlation was insignificant at 0.05 levels (Sig 2-tailed 0.153) with the value of coefficient 0.084. The results indicated positive cognitive role of Indian prime time dramas among the female youth of Peshawar. (Table. 3)

The new variable with the name "Role 2" was computed to measure the attitudinal effects. The result indicated that the correlation was insignificant at 0.05 levels (Sig 2-tailed 0.041) with the value of coefficient 0.119. The results indicated positive attitudinal effects of Indian prime time dramas among the female youth of Peshawar. (Table. 4)

The new variable with the name "Role 3" was computed to measure behavioral effects. The results indicated that the correlation was insignificant at 0.05 levels (Sig 2-tailed 0.489) with the value of coefficient -0.041. The results indicated Indian primetime dramas have adverse behavioral effects among the youth female of Peshawar. (Table. 5)

## 6. CONCLUSIONS

Researchers found that with higher education and age of female youth of Peshawar, the viewership of Indian prime time dramas was less, whereas with less education and age, the Indian prime time dramas' viewership was more.

There were very low cognitive and attitudinal affects whereas no behavioral effects of Indian primetime dramas.

The Indian culture adoption was found nill through viewership of Indian prime time dramas. Female youth belonging to Peshawar as being the capital of Khyber Pakhtunkhawa found having strong traditional and indigenous cultural background were not affected by the exposure of the Indian prime time dramas.

## 7. Limitations

It was hard for the researchers communicating some of the youth females regarding filling the questionnaire due the cultural aspects.

## 8. Implications

The PEMRA should take necessary steps and come up with firm policies to restrict these Pakistani cable television channels from promoting the Indian culture. The cable television channel owners consider it their responsibility through the formulation and dissemination of instructions by PEMRA that they should promote the native culture of Pakistan about which still we need to learn.

## 9. Future Research Areas

Recently a new tide of Turkish dramas has splashed the television screens across the country. The dressing of the characters and theme of the dramas are absolutely contradictory to our culture. It is required to carry out the same research on the entire Pakistani youth.

## REFERENCES

- [1] Syed, S. (1997). *Electronic Media first edition (Study Guide code # 962)* Allama Iqbal Open University Islamabad
- [2] Durham, M. G., Kellner, D. M. (2006). "Media and Cultural Studies" Keyworks. Revised Edition. Dissertation Abstracts International, 50 (7), 2010-A.
- [3] Hamelink. (1983). "Cultural Synchronization" [http://journals.culture Ogan \(1988\) Vol 2 iosrjournals.org](http://journals.culture Ogan (1988) Vol 2 iosrjournals.org)
- [4] Zia, A. (2003) Consumption of cable television, a research report published in: cable television, A vision of the future. (pp. 56-61) Pakistan Electronic Media Regulatory Authority Islamabad, Pakistan.
- [5] Gallup Pakistan. 2013. Cable viewership in Pakistan. Retrieved from. [http://gallup.com.pk/bb\\_old\\_site/CableViewershipinPakistan.pdf](http://gallup.com.pk/bb_old_site/CableViewershipinPakistan.pdf)
- [6] Gallup Pakistan. 2013. Gallup media cyber letter. Retrieved from. <http://gallup.com.pk/wp-content/uploads/2015/10/gallup-media-cyberletter-20141.pdf>
- [7] Gallup Pakistan. 2014. Gallup media cyber letter. Retrieved from. <http://gallup.com.pk/wp-content/uploads/2015/06/Gallup-Pakistan-Media-Cyberletter-20141.pdf>
- [8] Gallup Pakistan. 2013. Gallup TV ratings services. Retrieved from. <http://gallup.com.pk/wp-content/uploads/2016/02/Aug-10-20131.pdf>
- [9] Zia. A. (2007). Effects of cable television on the women in Pakistan: A comparative study of heavy and light viewers in Lahore (Doctorial dissertation). Retrieved from. <http://pr.hec.gov.pk/Thesis/35S.pdf>
- [10] Arif. I. (2006) Media Imperialism and its effects on culture of Pakistan: A case study of youth of Multan Bahauddin Zikriya University Multan
- [11] Zia, A. (2004). *Cable Television watching habits of youth in Pakistan*, source: www.pu.edu.pk/images/journal retrieves on 10th Feb. 2012.
- [12] Altman, I., & Taylor, D. A. (1973). *Social penetration: The development of interpersonal relationships*. Holt, Rinehart & Winston.
- [13] Belson, W. A. (1961). The effects of television on the reading and the buying of newspapers and magazines. *Public Opinion Quarterly*, 25(3), 366-381.
- [14] Chalaby, J. K. (2003). Television for a new global order transnational television networks and the formation of global systems. *Gazette*, 65(6), 457-472.
- [15] Jean K. Chala. (2004). *Transnational television worldwide: towards a new media order*. I.B.Touris.162
- [16] Wilson, B.R. (1970). *The Youth Culture and the Universities*. Faber. 272
- [17] Skinner, E. C. (1984). Foreign TV programme viewing and dependency-A case study of US television viewing in Trinidad and Tobago. *Gazette*, 23:1:95-103.
- [18] Tsai, M.K. (1970). Some effects of American television programs on children in Formosa. *Journal of Broadcasting* 14, 229-238.
- [19] Babi, F. B. (1990). The adoption of television in Cameroon and its effects on youth.
- [20] Butt. S.S., (2005) *Projection of Hindu religion in Star Plus operas*, Unpublished Masters Thesis, Dept. of Mass Communication, Lahore college for Women University, Lahore

- [21] Anthony, Z. (2011). Impact of Indian Television Channels on Pakistani Society: A Case Study of Islamabad Society. *This Dissertation is submitted in the Department of Mass Communication, Allama Iqbal Open University, Islamabad*, 4-9.
- [22] Anwar, B. S. (2005) "Hindi Serials" available at <http://www.thedailystar.net/rising/2005/10/04/special.html>
- [23] Ruwandeepa, V. D. (2011) "Impact of Indian Tele-dramas on Women's Behaviour in Sri Lanka" International Journal of Communicology, Vol. 1, No. 1, pp. 31-40.
- [24] Brohi K. (2010) *The impact of Star Plus and other channels on Pakistani society*. Kamran Brohi's blog Source: *The Daily News March 20, 2010* (Kamran Brohi Lecturer at IMCS, University of Sindh Jamshoro).
- [25] Farooq. U. (2013) *Pakistan's housewives take Indian soaps to heart* Written by : Umar Farouq Monday, 12 Aug, 2013 *Alsharq-ul-Aowsat*
- [26] Saleem, N. (1994), *Impact on dish antenna on Pakistani society: a case study of Lahore*. (pp. 5253) Unpublished Master's thesis, department of mass communication, university of the Punjab, Pakistan.182
- [27] Ali. A., Khalid. A & Hassan . A. (2014) *The Impact of Indian Dramas on Language and Dressing of Females* 3 page 66 IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 19, Issue 1, Ver. XI (Feb. 2014), PP 66-71 e-ISSN: 2279-0837, p-ISSN: 2279-0845.