

EFFECTS OF TV ADVERTISEMENTS ON THE SOCIAL NORMS

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ABSTRACT: *This paper focuses on the TV advertisements and their effects on the social norms. As “Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by and identified sponsor.” [1]. It is stated that far better or worse, advertising increasingly permeates the social and cultural fabric not only of Pakistan but also of the world. Correspondingly, the aim of the current study is to reveal the role of the advertisements in our lives and their effects on social norms. In this manner, a quantitative research design is implemented while investigating the target result. The data was collected by the researcher himself while distributing the structured questionnaires to 150 respondents. So, the population of the present research is comprised of 80 TV reviewers from Islamabad sector and 70 reviewers from Rawalpindi region. The data analyzed in descriptive statistic tables and by applying the chi -square test. Hence, this study would be an incentive in illuminating the side effects of types of advertisements on media and their related impacts on the viewers. In addition to this, some productive suggestions also exist in the proceeding chapters.*

Keywords: TV, viewers, questionnaires, and tables.

1. BACKGROUND

Advertising has become an essential part of Media and it is playing a role of Oxygen in media body. Media has strong effects on masses and as an essential part of media, advertising is affecting every walk of life, like a change in lifestyles, dressing and usages of things and also affecting our social and cultural values. Advertising has become embedded in our daily lives. We cannot go through a newspaper, listen to the radio or watch television without reading, hearing or seeing some advertisements or commercials [2]. We see them on billboards, on buses, in trains, in magazines, on matchboxes, on many novelty items. Some messages are aimed at influencing us or making us aware of the advertiser’s product. It is a forceful tool in molding our attitudes and our behavior towards products and services. These days television is considered the most important and effective medium of mass communication. Today, T.V is not only a powerful source of entertainment and recreation but also has emerged as an important medium into the field of information and marketing through advertising. It has become a mainstay in the lives of most people. It has often been said that the ideal medium for advertising is television [3]. It has the ability to merge the visual images, motion, colors, sound and repetitions and the advertisers get a chance to present most important and accessible medium for education as well as entertainment.

Global media allegedly promotes Western values, cultural and life styles and cultural through advertising. Advertisements of Global Televisions channels also altering the social values of under developing and poor countries. The expansion of global advertising into the world's new markets, mostly Third World nations, has caused concerns about its cultural impact [4].

1.1. Importance and Purpose of Advertising

- Very common meaning stated by the advertising Association is that: “Advertising is the means of making known to public in order to buy goods or services; i.e., it is the means by which we make others know what we have to sell or what we want to buy.” [5]
- Several years ago *American Marketing Association* floated a definition:

In society, advertising effects public opinion, school, popular culture and religious rituals by encouraging and reflecting new frankness. [6]

- Advertising never convinces the people to buy products which are not of their needs. It’s a tool to introduce a competition among different brands of a product and enables the consumers to judge the best one out of those. [7]
- As a matter of fact, advertising is being used purely for commercial communication these days. That’s why all communicative techniques used in other fields are being experimented in advertising to gain maximum benefits. [8]

1.2. Advertisement and Society

Audiences vary in their observation on television advertising in general. Some of them have unconstructive while others have constructive attitudes regarding television advertising. People vary in the level to which they are unconstructive or constructive regarding television advertising [9]. They also vary in the reasons which emphasize their attitude regarding television advertising .Most well-informed and educated citizens also understand, to some extent, that advertising is a vital establishment in our culture which brings an observable change in a society. Hence, school, religious rituals, public opinion and popular cultures are the degrees of its social influence. [10]

Direct and indirect effects of media were remarkably explained by *Defluer* in the following lines: “Direct effects mean change in attitude; opinion and behavior tendencies and indirect effects mean that people are affected by faces appearing on T.V” [11]

TV commercials, now a day, have several characteristics, just as photography, color, models, slogan, music/jingle, calligraphy, timing, duration and frequency that are a repetition of commercials. All these characteristics of TV commercials make them effective and more attractive than that of other mediums.

1.3. Violation of Social and Cultural Values in TV Advertisements

Advertisement present lifestyle of a specific class of society which do not reflect the norms and values of masses, they have nothing to do with this lifestyle, dressing and immoral presentation. Advertising influence consciously and

unconsciously our social norms and moral values. Specific dressing, pop culture and obscenity badly destroying .Social and ethical fabric of society. [12]

Ads of cellular companies have immensely affected the old social and cultural setup. In Pakistan commercials of cellular companies are changing the social cultural values frequently at large. For example, a few years back a girl having contact with anybody was considered a taboo in Muslim society but at present, the commercials of cellular companies have represented this relation openly and as a common practice. Not only cellular companies rather TV ads of different companies are openly showing the clear and free violation of the norm and values of Pakistani society. [13]

1.4. Objectives of study

The objectives of the study are:

- To understand about whether or not the TV ads are violating the social and cultural values.
- To determine the effects of TV advertisements on the social norms.

1.5. Significance of Study

Due to the emergence of private media particularly T v channels it is the matter of great concern to evaluate that how people perceive the violation of social and moral values in TV advertising. Now not only Pakistani channels but a number of foreign channels are on air in Pakistan and presentencing foreign culture in the TV ads so it is the need of time to know that how people of Pakistani society perceive these ads and to what extent these ads has influence on over values.so, this study delimitate the other programs on the TV channels.

2. Literature Review

[14] in his book, "Managing Brand Equity" described that all over the world, consumers play a vital role in sales promotion in marketing. As authors describe in their book that as price-oriented promotions like coupons, price discount and rebates increase the sale and Marketing managers try to enhance share in marketing to encourage buyers to switch one brand to other. Non- price promotions like sweepstakes, user clubs and premium add excitements may encourage the loyalty of the consumer with the brand.

[15] in his book namely "Children and television advertising from a Social Science perspective" discussed that sophisticated perspective of children lacks in literature displayed on children Television advertising. He concluded that children watch TV programs & advertisements of their interest with more curiosity than adults. He further argued that the advertisements displayed on TV leave a colossal impact on the minds of children.

In his research titled "The ideology of Advertising: The United States and Sweden", [16] examined the similarities and differences of printed advertising in the United Sates and Sweden. Some 20 years earlier in the Untied States of America, the content of advertisements was analyzed depicting the significant shift of the values portrayed in commercials of 10 highest paid circulation magazines. 269 American and 275 Swedish ads were incorporated in the study in total, coded by five code forms. In this study, both countries' ads have same variables as, body shape, racial distribution levels of undress depicted, youthfulness, leisure

activities, childcare activities, housework and, individuals and their relationships and product categories. The authors concluded that advertisers explore the different aspects of life with private life matters, leisure, and life of individuals and to a lesser extent as families or couples, youth and slender body were the ideal and life is best when there are no racial differences.

[17] "The influence of Culture on American and British Advertising" compared US and British beer advertising focusing on one particular product in comparing cultural variables. The Beer was considered the most culturally bond product in their study by examining 62 TV advertisements presented by domestic companies on domestic Television channels sample was based on 24 commercials of 12 American brands,38 commercials of 19 British brands. Consequently, these were examined for their rhetorical style, cultural values, the occasion of the product usage and advertising appeals.

[18] in a research project namely "Cultural values Reflected in Chinese and U.S Television commercials" explored a contrast between great numbers of prime time advertisements from the major networks in the 616 US commercials with 486 commercials from Chinese television stations. The commercials were coded and were used two pairs of coders for their representation. They were treated as traditional values. In their findings, in Chinese commercials "individualism", "technology", "economy" and "family" were dominant values while "family" and "tradition" were linked with "modern values" in American Television commercials.

[19] observed a deteriorating trend in work ethics which can be highly supported by examining business journals, advertising in a study entitled "An Advertising Test of Work Ethics in U.K and U.S"., an economic repression is claimed by many U.K and U.S social commentators. Work achievement is less regarded than the pursuit of leisure and affiliation in workforce is a major cause of indigenous decline caused by liquor, published in 'Economist' and 'Forbes' from 1971 to 1981 to test this hypothesis. They analyzed a total of 1757 ads for affiliation, achievement, work and leisure themes Using three coders, one UK male, one US male and one US female.

In an article entitled "Consumer Perceptions of Advertising Clutter and its impact across various Media," Michael and [20] examined perceived culture. In a grand survey of 946 consumers in which they were asked about six media, television, radio, newspapers, magazines, direct mail and yellow pages. Television and direct mail were found highest rated in perceived culture. Television and magazines exhibited the highest level of ad-related communication problems and the demographic variables had little effect on perceived ad culture.

In a book namely " speed Culture: Fast Strategies in Televised Commercial ads" [21] investigated the role of television advertising in promoting haste, acceleration, frequently cited as an indication of post modernity as a desirable quality and normal routine of everyday life. He noted that television plays a dominant role in that direction.

In an article captioned "The Social Uses of Advertising: An Ethnographic Study of Adolescent Advertising Audiences"

[22] addressed the research on individual adolescents in role play in the social context among English high school students. They concluded that advertisement play a dominant role in the social interaction taking place among different social groups at different cultural levels.

‘Medium is the message’ is the title of McLuhan’s bestselling book in which he elaborated his idea media determinism. The author believes that ‘we shape our tools (media) and they (media) in turn shape us’ [23]

Such a practice allows audiences to identify the message and their sources to understand it in a better way. [24] and perceive themselves to be similar to the media characters [25] are more influenced by media content in which those characters are portrayed.[26]

[27]A thesis by Muhammad Irfan Kaleeq on the topic “The opinion of university teachers on TV commercials” was done in 1991. It was found that most of the university teachers are not influenced by the TV advertisements and they do not buy the products after watching commercials on TV. Most of the teachers at the university level are of the view that the assurance which TV commercials are made through advertisement is beyond the fact.

3. Research Methodology

The design of the study refers to the way in which comparisons among the variables are made and hypotheses are tested. It also refers to the way in which the inquiry is structured in order that one can confidently say whether there is a difference between certain variables or interventions. [28] The present study is quantitative research.

3.1. Population

In a research, the first stage that comes after selecting the topic is usually, the selection of the universe.

The universe of the present study comprised of the TV viewers of Rawalpindi/Islamabad. In these areas almost every house has a TV set and here television is the most popular entertaining medium. Another reason for selecting this universe was that the researcher is also the resident of this area and had an easy access to the respondents for the collection of the data.

3.2. The Size of Sample

The Sample size is simply the number of people or units available to be studied. In this study, a stratified random sample of 150 respondents was drawn.150 TV viewers were selected from Islamabad and Rawalpindi. 80 TV viewers were selected from the F/6-1 Block of Islamabad and 70 TV viewers were selected from the C Block of Satellite town Rawalpindi.

3.3. Characteristics of Respondent

Only educated TV viewers were selected for the present study, because an uneducated person may have no idea regarding the social and cultural values and he many not understand the questionnaire well.

So, that 75 educated male and 75 educated female were the respondents for this particular study. For the present study the researcher has made five categories of educated people.

1-M.A/MSC or above, 2- B.A/BSC, 3- F.A/FSC, 4- Matric, 5- below Matric

The age limit for present study was above 20 years. The researcher has made four categories regarding the age of the respondent.

1- 16-21years, 2- 22-26 years, 3- 27-31years 4- 32 and above

3.4. Data Collection

In the present study questionnaire was selected as a tool for data collection because of the response rate was 100% and also respondent were of different sex, age and educational qualification. It was difficult to distribute questionnaire among the respondents because there was a greater possibility of missing the respondents. The researchers himself visit the TV viewers for the collection of data.

The Questionnaire consisted of 24 questions. For this study, researcher-designed a questionnaire in English language.

3.4.1. Construction of Questionnaire A great effort was made to construct the questionnaire in as clear and precise language as possible. The researcher consulted many of fellow researchers as well as teachers before the construction of questionnaire. So, after a heavy discussion with his teachers and fellows and with the help of his able and devoted supervisor the researcher was able to give the questionnaire, the final form that is given behind in Appendix II.

3.4.2. Pretesting

The questionnaire was pre-tested for the later study. For this purpose researcher took 20 TV viewers of Rawalpindi. In this process, few questions were found inapplicable to the proposed universe. The wording of few questions were modified to make them clear to understand. Some new questions were added in the questionnaire. In all there were 24 questions in the questionnaire after pre-testing.

3.5. Tools of Data Collection

The data was collected by the researcher himself within 10 days during the month of August 2011. The researcher himself distributed the questionnaire and after completion collected personally. It was tiresome effort to go from person to person to collect data. The researcher personally knows most of respondents because he is also resident of this area. So, it remained easy to approach the respondents. The researcher explained the significance of the research to the respondents. Most of the respondents were cooperative and they showed there deep interest, but some of the respondents were not so willing to respond and the researcher convinced them.

4. Analysis and findings of the study

The first part of the analysis shows the descriptive statistics of the study. Age, gender, qualification and profession are the main factors and indicators of descriptive statistics.

4.1. Descriptive statistics

Respondents	Category	Frequency	Percentage
Gender	Male	75	50%
	Female	75	50%
Age	Category	Frequency	Percentage
	16-20	19	12.7
	21-25	30	20.0
	26-30	60	40.0
	31 and above	41	27.3

Qualification	Category	Frequency
	Percentage	
	Master and above	62
	BA/BSC	65
	43.3	
	FA/FSC	19
	12.7	
	Matric and below	4
	2.7	
Profession		
	Business	7
	4.7	
	Services	52
	34.7	
	Students	47
	31.3	
	Others	44
	29.3	

4.1.1. Cross tabulation of TV Ads and our Social values

In our TV ads it is generally observed that true reflection of our social and cultural values is missing. Many of the TV viewers raise this point that TV ads are violating our social values at different levels. In this regard the researcher has asked a question about **Telenor Talk Shawk** TV ad “Is this presentation acceptable in our society?” The outcome of this question herewith. 150 viewers were asked this question. Out of this number 76.0% (114) had watched the above mention ad the majority of the viewers with of percentage of 30 responded (45) that it was **not at all** acceptable.10% (15) of the viewers mentioned that **to some extent**. Those who marked **greatly** were 19.3% (29) and 16.7% (25) voted for **very greatly** in this concern. Out of the total responded 24% (36) had not watched the above mentioned commercial at all. We found that the majority of the viewers agreed that **Telenor Talk Shawk** Tv is not acceptable in our society.

Table 1: Cross tabulation of TV Ads and our Social values

To what extent Telenor TV Ad "Talkshawk" is acceptable in our society Crosstabulation

		Ad is acceptable in our society					Total	
		very greatly	greatly	to some extent	Not at all	No response		
Have you watch TV Ad "Talkshawk"	yes	Count	25	29	15	45	0	114
	% within Have you watch TV Ad "Talkshawk"		21.9%	25.4%	13.2%	39.5%	.0%	100.0%
	% within Ad is acceptable in our society		92.6%	96.7%	100.0%	91.8%	.0%	76.0%
	% of Total		16.7%	19.3%	10.0%	30.0%	.0%	76.0%
	No	Count	2	1	0	4	29	36
% within Have you watch TV Ad "Talkshawk"		5.6%	2.8%	.0%	11.1%	80.6%	100.0%	
% within Ad is acceptable in our society		7.4%	3.3%	.0%	8.2%	100.0%	24.0%	
% of Total		1.3%	.7%	.0%	2.7%	19.3%	24.0%	

4.1.2. Cross tabulation of TV Ads and our Social values

The cross table 4.20 and figure 4.13 about the mention question “the presentation of TV ad **omore Ice loly** is against our social values” show the following details. Among the responded 59.3% (89) said that they had watched the said commercial. Majority of the viewer’s very clearly agreed with it and marked **very greatly** with 27.3% (41). 22.7% (34) opted the option **greatly**. 2.7% (4) answered in the favor of **to some extent**. The responded who totally negated it with the answer not at all are 6.7% (10) of the total. The table 4.20 show that out of the total responded 40.7% (61) had not watched the said commercial.

Table 2: Cross tabulation of TV Ads and our Social values

To what extent Omore ice cream TV Ad "Ice loly" is against our values Crosstabulation

		Ad is against our values					Total	
		very greatly	greatly	to some extent	Not at all	No response		
Have you watchd TV Ad "Omore"	yes	Count	41	34	4	10	0	89
	% within Have you watchd TV Ad "Omore"		46.1%	38.2%	4.5%	11.2%	.0%	100.0%
	% within Ad is against our values		95.3%	100.0%	100.0%	100.0%	.0%	59.3%
	% of Total		27.3%	22.7%	2.7%	6.7%	.0%	59.3%
	No	Count	2	0	0	0	59	61
% within Have you watchd TV Ad "Omore"		3.3%	.0%	.0%	.0%	96.7%	100.0%	
% within Ad is against our values		4.7%	.0%	.0%	.0%	100.0%	40.7%	
% of Total		1.3%	.0%	.0%	.0%	39.3%	40.7%	

4.1.3. Cross tabulation of TV Ads and our Social Norms

It is fact that TV commercials had introduced a great range of edibles. But besides this positivity these have some negative reflections/ outcomes. It is commonly said that TV ad of cold drink name “**sprite**” is distorting our cultural values. Representing the subject matter of commenting is freely talking about other girls in front of the girlfriend. The idea of girlfriend and double to this to gaze in front of her at other girls is destroying our cultural values especially among the young generation. In this regard a question was asked to the responded. The outcome of the question of the research is described here. 90.7% (136) of the total viewers have watched it. This show the keen interest of TV viewers in this commercial. The highest percentage of this answer was 55.3% (83) with answering **very greatly**. The others answered **greatly**, **to some extent** and **not at all** with respectively percentage 27.3% (41), 1.3% (2) and 6.7% (10).

Table 3: Cross tabulation of TV Ads and our Social Norms

To what extent Cold drink "Sprite" TV Ad is violation of social norms Crosstabulation

		Ad is violation of social norms					Total	
		very greatly	greatly	to some extent	Not at all	No response		
Have you watchd TV Ad of "Sprite"	yes	Count	83	41	2	10	0	136
	% within Have you watchd TV Ad of "Sprite"		61.0%	30.1%	1.5%	7.4%	.0%	100.0%
	% within Ad is violation of social norms		98.8%	100.0%	50.0%	100.0%	.0%	90.7%
	% of Total		55.3%	27.3%	1.3%	6.7%	.0%	90.7%
	No	Count	1	0	2	0	11	14
% within Have you watchd TV Ad of "Sprite"		7.1%	.0%	14.3%	.0%	78.6%	100.0%	
% within Ad is violation of social norms		1.2%	.0%	50.0%	.0%	100.0%	9.3%	
% of Total		.7%	.0%	1.3%	.0%	7.3%	9.3%	

4.1.4. Cross tabulation of TV Ads and our Social values

TV ads of cell phones have dominated various means of communication. In this field all the cellular companies are trying to compete each other even at the cost of violation of cultural and social values. It is generally viewed that TV ad of **Q mobile** “**party phone**” is distorting our social values through representation of western and Indian style of party dance. This ad denotes degeneration of social values especially in youth. The given table 4.22 and figure 4.15 in this concern show the following results. 86.7% (130) viewers had watched it. Out of this numbers 48.7% (73) suggested **very greatly**, 26.0% (39) recommended the option **greatly**. The responded who considered it **to some extent** were only

2.7% (4) and 6.7% (10) did not agreed with it and answered not at all. 2.7% (4) of the total were not clear and picked the option **don't know**. And 13.3% (20) of the total viewers had not watched the above mentioned commercial.

Table 4: Cross tabulation of TV Ads and our Social values

To what extent Q mobile TV Ad "party phone" is distorting social values Crosstabulation

		Ad is distorting social values						Total	
		very greatly	greatly	to some extent	Not at all	Don't know	No response		
Have you watche TV Ad of Q mobile	yes	Count	73	39	4	10	4	0	130
	% within Have you watche TV Ad of Q mobile		56.2%	30.0%	3.1%	7.7%	3.1%	.0%	100.0%
	% within Ad is distorting social values		97.3%	97.5%	100.0%	100.0%	100.0%	.0%	86.7%
	% of Total		48.7%	26.0%	2.7%	6.7%	2.7%	.0%	86.7%
	No	Count	2	1	0	0	0	17	20
% within Have you watche TV Ad of Q mobile		10.0%	5.0%	.0%	.0%	.0%	85.0%	100.0%	
% within Ad is distorting social values		2.7%	2.5%	.0%	.0%	.0%	100.0%	13.3%	
% of Total		1.3%	.7%	.0%	.0%	.0%	11.3%	13.3%	

4.1.5. Cross tabulation of TV Ads and our Social values

The researcher had asked the question “the TV ad of **Colgate Max Fresh** is distorting our social and cultural values?” form the responded. The majority of the responded agreed with the statement. They were of the view that this ad is manipulated our cultural values to great extent. Of the total responded 81.3% (122) had keenly watched it. 38.7% (58) showing the highest figure marked **very greatly**. Following this were those who had selected **greatly** with 29.3% (44) and 9.3% (14) Were in favor of the option **to some extent**. A very less numbers of the viewers with 4.0% (6) disagreed at said **not at all**. 18.7% (28) were those who had never seen the above mentioned TV ad.

Table 5: Cross tabulation of TV Ads and our Social values

To what extent Colgate TV Ad "Mes Fresh" is against our values Crosstabulation

		Ad is against our v alues					Tot	
		very greatly	greatly	to some extent	Not at all	No response		
Have you watch TV Ad of "Colgate"	yes	Count	58	44	14	6	0	100
	% within Have you watche TV Ad of "Colgate"		47.5%	36.1%	11.5%	4.9%	.0%	100
	% within Ad is against our v alues		98.3%	97.8%	93.3%	100.0%	.0%	81
	% of Total		38.7%	29.3%	9.3%	4.0%	.0%	81
	No	Count	1	1	1	0	25	100
% within Have you watche TV Ad of "Colgate"		3.6%	3.6%	3.6%	.0%	89.3%	100	
% within Ad is against our v alues		1.7%	2.2%	6.7%	.0%	100.0%	16	
% of Total		.7%	.7%	.7%	.0%	16.7%	16	

4.2. Test of Hypothesis

“Audience perceive TV ads influencing cultural and social values negatively”

Frequencies

V Ads influencing Social and Cultural values negatively

	Observed N	Expected N	Residual
very greatly	52	37.5	14.5
greatly ly	64	37.5	26.5
to some extent	18	37.5	-19.5
Not at all	16	37.5	-21.5
Total	150		

4.2.1. Chi-Square Test

Test Statistics

	TV Ads influencing values negatively
Chi-Square ^a	46.800
df	3
Asy mp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.5.

Chi – square ($x^2 = 46.800 P = .000$)

When the data was analyzed it was found that the TV ad has a negative impact on the audience perception. A statistical test chi square was applied on the data **Chi – square ($x = 46.800 P = .000$)**. According to the X value there is a significant difference was found so that the hypothesis was supported.

5. Major findings of the study

By the analysis of data, the following findings have emerged. The details are as under:

1. It is observed that most of the TV viewers spend 1 to 2 hours daily in watching Television. As the result shows that out of 150 respondents 38.7% (58) spend 1 to 2 hours daily in watching Television. 24.7% (37) used to watch television 3 to 4 hours and 18.7% (28) spend only half hour in watching TV. 10% (15) respondents are those who spend more than 6 hours in watching television. Only 8% (12) spend 5 to 6 hours in watching Television.

2. After the results of the study without hesitation we can say that TV advertisements are promoting anti-cultural and anti-social values. The result indicates that out of 150 respondents 40.7% (61) are of the view that some TV advertisements are against our social and cultural values greatly. Among the viewer’s 26.7% (40) responded that TV advertisements are promoting ant- cultural values very greatly, 26% (39) marked the option to some extent. Only 4.7% (7) were in the favor of option “Not at all” and 2% (3) participants marked the option “don’t know”

3. It is observed that most TV ads are influencing our cultural and social values negatively. Most of the time they don’t give a true picture of our society. The Culture presented in advertisements is not realistic. According to the received data 48.7% (73) respondents said that TV Commercials influence our cultural and social values negatively at very great extent, 27.3% (41) responded for greatly. Among the viewers who showed their interest for the option to some extent are 21.3% (32). And the very less viewers with the percentage of 2.7(4) totally negated it.

4. According to the findings, majority of the viewers were of the view that, its fact that companies are utilizing TV ads just to promote their business and are distorting social values very greatly. As apparent in table 42.7% (64) declared it, as the crucial truth of the modern age. The percentage of those who show their great concern for greatly in this question is 35.3% (53). Those who marked “to some extent” are 15.3% (23). Only 4% (6) didn’t approve it as fact and 2.7% (4) are confused and have ticked don’t know.

5. The result of the study show that with the percentage of 55.3% (83) responded clearly mentions that TV ads affect our Islamic values very greatly. 23.3% (35) clearly mention that the negative aspects of TV ads on our Islamic values are very great and 14.7% (22) marked the option to some extent. Out of 150 responded only 6.7% (10) voted for 'not at all'.

5.1. DISCUSSION

In the light of findings, we can say that majority of the TV viewers have perception that TV ads are violating social and cultural values and promoting anti-Islamic culture. Advertising companies are distorting values just to promote their business.

It has been drawn from the results that mostly people watch television for only 1 to 2 hours daily. It shows the lack of interest in television and also that the modern man has become robot and spending a materialistic life. He has not enough time in his busy life to watch TV advertisement. But it is also fact that informative impact of TV commercials appeals the most to the viewers. It has been also observed that people, especially the teenagers and youth class try to copy the actions, fashions, styles and themes shown in any TV ads. Boys try to copy the particular dress and hair style and girls also try to do the same. As mostly western and Indian cultural is presenting in TV commercials so the above said cultural is prevailing in society and damaging our own cultural.

It is revealed from the result that majority of the TV viewers answered that impact of any TV advertisement lasts within few hours. So that's why Majority of the advertising companies particularly cellular companies repeat their ads many times in a day and sometimes many times in a hour to remain their product or message alive in the minds of viewers.

It is observed that most TV ads are influencing our cultural and social values negatively and promoting anti-cultural and anti-social values. Most of the time advertisers don't present true picture of our society. The Cultural presented in advertisements is not realistic. It is a matter of great concern that whose culture is portrayed in TV commercials? Advertising companies and media are introducing a new culture which doesn't match our norms and is against our social and cultural values. TV commercials reflect a culture which is practiced by a very few affluent Unbans, ignoring a large majority of rural people.

Television Ads are like instruments in highlighting the religious and social controversies. Ads are creating hybridization of popular and conservative cultural norms-mixing local with global.

5.1. CONCLUSIONS

It is concluded from the results of the study that Mostly TV ads are violating our social and cultural values and through TV ads advertising companies are Promoting anti-social and undesirable cultural norm. Just for the promotion of their business and for the sale for their products they are damaging our social values and norms as it has been discussed in detail in the chapter of data analysis. TV ads are also damaging Islamic values and traditions instead of promoting cultural integration. TV commercials are Promoting western and Indian culture. The content, gestures, themes and trends of

TV commercials are deteriorating our public, above all, the teenagers. Such type of ads in which western and Indian cultural is presenting, create negative influence on human mind and are misleading them. These ads are twisting the facts and realities of our social, cultural and religious values. Another destructive trend of sophisticated advertising propagated by the electronic media in quantities unparalleled in history, is the trend of the rise depression. Media are busy in making money rather to fulfill their social responsibility and are doing no effort to save or promote the cultural and social values.

5.2. Suggestion and Recommendation

It is accomplished from the results and findings that TV commercials are effective tools of media. Through these, every day we come across a countless number of gestures, images, contents and themes of various products. An empirical analysis of the views of 150 respondents has reported that TV ads have violated our social, cultural, ethical and religious values. These disrespect the integrity of cultural norms. So, In the light

of findings and conclusion of the study, following recommendations are made;

- 1- Advertising companies should present the Pakistani cultural rather to promote the western.
- 2- Society must pay attention to enhance the credibility of TV ads. Role of society in this regard is to be decisive.
- 3- Society and Govt. should make guidelines for, how to promote social and religious values through media.
- 4- There must be a code of ethics for media persons. In this concern media watchdogs can play their pivotal role to promote media ethics at great extent.
- 5- TV ads should not be based on the subject matters and actions which promote anti-social, cultural and religious merits. These should work on the lines of "mirror image" to bring the actual social setup of Pakistan.

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