

**VIOLATION OF SOCIAL AND CULTURAL VALUES IN
TV ADVERTISEMENTS: AN AUDIENCE PERCEPTION**

MS THESIS



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1. Advertising — social values

The image displays the Basmala (Bismillah) in Arabic calligraphy. The text is written in a bold, black, stylized script, likely Thuluth or a similar cursive style. The characters are thick and well-defined, with clear diacritics (vowels) above and below the letters. The overall appearance is that of a formal, decorative heading.

**IN THE NAME OF ALLAH,
THE MOST MERCIFUL AND
THE MOST BENEFICENT**

Dedication

Dedicated to my daughter “Fatima Malik”

ACKNOWLEDGEMENTS

All praises to Almighty Allah alone, the omnipotent, the most merciful and His Holy Prophet Hazrat Muhammad (Peace be upon Him), the most perfect and exalted among all human beings ever born on surface of earth who is forever the torch of guidance and knowledge for humanity as a whole.

The researcher is thankful to Dr. Zafar Iqbal who benevolently extended help in all possible ways for smooth completion of this piece of work through their expert guidance, sympathetic and encouraging attitude all the time.

The work presented in this study was accomplished under the inspiring guidance, generous assistance and enlightened supervision of Dr. Saqib Riaz. The researcher is at loss to find words to express the feelings of gratitude to his respected supervisor for his determination to work, firmness of character and criticism throughout this study.

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The researcher would also like to thank his family members for their assistance in completing this research, particularly his wife and daughters whose patience and devotion was remarkable in the completion of this research project.

SHAFAYAT ALI

Abstract

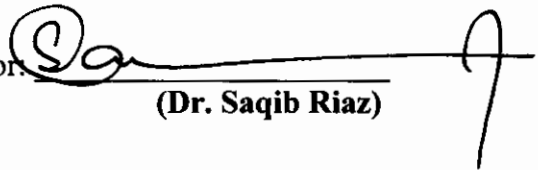
The main objective of the study was to analyze that how audience of TV commercials perceives the violation of social and cultural values in advertisements. To explore that to what extent audience feels that TV ads are affecting or distressing the social norms and culture of the society. The study was conducted under the frame work of the social responsibility theory. The formulated hypothesis for the present study was "Audience perceives TV ads influencing cultural and social values negatively."The quantitative method was used. For social survey, the universe of the study was the viewers of Rawalpindi/ Islamabad. A sample of 150 viewers was drawn and Questionnaire was used as a tool for data collection. Viewers were selected randomly. After the collection of data, SPSS was used to measure it. In the present study the received information depicts that TV ads are influencing cultural and social values negatively. The result shows that majority of the respondents have the view that TV ads are influencing values negatively. It is also observed that most of the time they don't present true picture of our society. The Culture presented in advertisements is not realistic. It is clear from the findings that media are not fulfilling their responsibility properly. So, in the light of the results of the present study, we can say without hesitation that TV advertisements are promoting anti-cultural and anti-social values.

SUPERVISOR'S CERTIFICATE

This is certified that the contents and form of thesis entitled "Violation of Social and Cultural values in TV advertisements: An audience perception" by Mr. Shafayat Ali, Registration No. 33 – SS/MSMC/F09 has been found satisfactory and fulfills the requirement of MS degree.

Dated: 3 / 1 / 2012

Supervisor:

A handwritten signature in black ink, consisting of a stylized 'S' followed by a long horizontal line and a vertical stroke at the end.

(Dr. Saqib Riaz)

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Final Approval

It is certified that we have read this thesis submitted by Shafayat Ali. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for MS Degree in Media and Communication Studies.

Committee

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Dr. Saqib Riaz



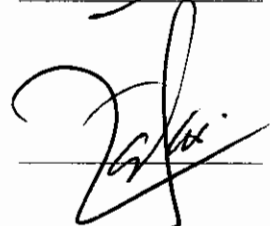
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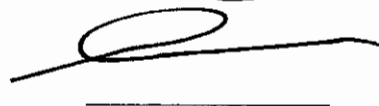
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Prof. Dr. Nabi Bux Jumani



LIST OF CONTENT

| | PAGE |
|---|-------------|
| Acknowledgements | iv |
| Abstract | v |
| List of Tables | x |
| List of Figures | xi |
| CHAPTER 1 INTRODUCTION | |
| 1. Introduction | 2 |
| 1.1 Explanation of Advertisement | 3 |
| 1.2 History of Advertising | 4 |
| 1.3 Advertising in Pakistan | 5 |
| 1.4 Importance and Purpose of Advertising | 6 |
| 1.5 Evolution of Television in Pakistan | 8 |
| 1.6 Television Advertising | 10 |
| 1.7 Television and Society | 10 |
| 1.8 Understanding Social and Cultural Values | 11 |
| 1.9 Mainstream Culture | 11 |
| 1.10 Social Order in Pakistan | 12 |
| 1.11 Social Responsibility of Advertising | 13 |
| 1.12 Ethics in Advertising | 14 |
| 1.13 Violation of Social and Cultural Values in TV Advertisements | 16 |
| 1.14 Statement of the Problem | 17 |
| 1.15 Objectives of study | 17 |
| 1.16 Significance of Study | 17 |
| 1.17 Justification of the Study | 18 |

| | |
|--|-----------|
| 1.18 Theoretical Framework | 19 |
| CHAPTER 2 LITERATURE REVIEW | 20 |
| 2.1 The Cultural Values in Advertising Themes | 26 |
| 2.1.1 Cultural Symbols and Icons in Advertising's Creative Tactics | 30 |
| CHAPTER 3 RESEARCH METHODOLOGY | 31 |
| 3.1 Research Design | 32 |
| 3.2 Method of Research | 32 |
| 3.3 Survey Method | 33 |
| 3.4 Population | 35 |
| 3.5 Sample | 35 |
| 3.5.1 The Size of Sample | 36 |
| 3.5.2 Characteristics of Respondent | 36 |
| 3.6 Data Collection | 37 |
| 3.7 Construction of Questionnaire | 37 |
| 3.8 Pretesting | 38 |
| 3.9 Tools of Data Collection | 38 |
| 3.10 Operationalization | 38 |
| 3.10.2 Main stream values | 39 |
| 3.10.2 Social Norms | 39 |
| 3.10.3 Violation | 39 |
| 3.11 Definitions of key Concepts | 40 |
| 3.11.1 Advertising means | 40 |

| | |
|--|----|
| 3.11.2 TV Commercial | 40 |
| 3.11.3 Values | 40 |
| 3.11.4 Cultural | 40 |
| 3.12 Variables of Study | 40 |
| 3.12.1 Independent variables | 40 |
| 3.12.2 Dependent variables | 41 |
| 3.13 Research questions | 41 |
| 3.14 Research Hypothesis | 41 |
| 3.14.1 Concepts involved in it | 41 |
| CHAPTER 4 DATA COLLECTION AND ANALYSIS | 42 |
| 4. Analysis and interpretation of Data | 43 |
| 4.1 Frequency Distributions | 44 |
| 4.19 Cross tabulation of TV Ads and our Social values | 60 |
| 4.24 Test of Hypothesis | 67 |
| CHAPTER 5 FINDING, DISSCUSSION, CONCLUSIONS, SUGGESTION | 68 |
| 5. Summary | 69 |
| 5.1 Major findings of the study | 70 |
| 5.2 Answers of Research Questions | 73 |
| 5.3 Discussion | 74 |
| 5.4 Conclusions | 76 |
| 5.5 Suggestion and Recommendation | 78 |
| 5.6 Area for the future Research | 79 |

| | |
|---------------------|----|
| BIBLIOGRAPHY | 81 |
| Appendix | 84 |
| Appendix I | 84 |
| Appendix II | 89 |

LIST OF TABLES

| Table No. | Title | Page |
|-----------|--|------|
| 4.1 | Gender of the Respondents | 44 |
| 4.2 | Age of Respondents | 44 |
| 4.3 | Qualification of Respondent | 45 |
| 4.4 | Profession of Respondents | 45 |
| 4.5 | Time spend in watching TV | 46 |
| 4.6 | What does appeal in TV Ad | 84 |
| 4.7 | Impact of TV Ad | 84 |
| 4.8 | Important aspect of TV Ad | 84 |
| 4.9 | TV Ads against social norms and Values | 85 |
| 4.10 | TV Ads promoting anti-cultural values | 85 |
| 4.11 | TV Ads influencing values negatively | 85 |
| 4.12 | TV Ads urge you to copy shown actions | 86 |
| 4.13 | Business Companies distorting values | 86 |
| 4.14 | TV Ads effecting Islamic traditions | 86 |
| 4.15 | TV Ads change your opinion | 87 |
| 4.16 | TV Ads promoting Indian/ western culture | 87 |
| 4.17 | Some Ads promoting positive values | 87 |
| 4.18 | Media fulfilling their responsibility | 88 |
| 4.19 | Cross tabulation of TV Ads and our Social values | 60 |
| 4.20 | Cross tabulation of TV Ads and our Social values | 61 |
| 4.21 | Cross tabulation of TV Ads and our Social Norms | 62 |
| 4.22 | Cross tabulation of TV Ads and our Social values | 63 |
| 4.23 | Cross tabulation of TV Ads and our Social values | 64 |

LIST OF FIGURES

| Figure No. | Titles | Page |
|-------------------|---|-------------|
| 4.1 | Bar chart of what does appeal in TV Ad | 47 |
| 4.2 | Bar chart of impact of TV Ad | 48 |
| 4.3 | Bar chart of important aspect of TV Ad | 49 |
| 4.4 | Bar chart of TV ads against social norms and values | 50 |
| 4.5 | Bar chart of TV ads promoting anti-cultural values | 51 |
| 4.6 | Bar chart of TV Ads influencing values negatively | 52 |
| 4.7 | Bar chart of TV ads urges to copy shown actions | 53 |
| 4.7 | Bar chart of Business Companies are distorting Social values | 54 |
| 4.8 | Bar chart of TV ads effecting Islamic traditions | 55 |
| 4.9 | Bar chart of TV ads change opinion | 56 |
| 4.10 | Bar chart of TV ads are promoting Indian/ foreign culture | 57 |
| 4.11 | Bar chart of Some TV Ads are promoting positive values | 58 |
| 4.12: | Bar chart of Media are fulfilling their responsibility | 59 |
| 4.13 | Bar chart of Cross tabulation of TV Ads and our Social value | 60 |
| 4.14 | Bar Chart of Cross tabulation of TV Ads and our Social values | 62 |
| 4.15 | Bar chart of Cross tabulation of TV Ads and our Social Norms | 63 |
| 4.16 | Bar chart of Cross tabulation of TV Ads and our Social values | 64 |
| 4.17 | Bar chart of Cross tabulation of TV Ads and our Social values | 66 |

Chapter: 1
Introduction

1. Introduction

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 change in life styles, 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 radio or watch television without reading, hearing or seeing some advertisements or commercials. 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.

Today, the world we live in is commonly structured by media. It would be difficult to imagine life without mass media. Media inform us, entertain us, and invade our lives. And yet media, the instruments of mass communication, are a relatively new development in the long thread of civilization. The developments in the field of mass media involve a great change in the whole way of life of the people who have lived for centuries to traditional customs and social set up. Media are used to form public opinion, influence votes change attitudes and moderate behavior debunks myths and sells products.

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 in to 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. It has 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.

1.1 Explanation of “Advertisement”

The Latin word “advertere” is the origin of “advertising” which means “to turn the mind to”. In a broader sense advertising is an art to attract the general public towards a product, a service, or an idea. Sign-boards and town-criers were a strong media for advertisement before the advent of newspapers. The basic function of these signs was to indicate a merchant’s place of business.

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.” (Jefkins, 1984)

Advertising is a non-personal communication of data or information usually convincing in nature and paid for the advertizing of the services, products or ideas defined by sponsors; as described by Bovie Countland and Arens Willian that:

“Advertising presents the most persuasive selling message to the right prospects for the products or services at the lowest possible costs” (Bovie, 1982)

Several years ago *American Marketing Association* floated a definition:

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by and identified sponsor.” (Fernandez, 2004, p.02)

J.S Chandan, Jagjit Sing and P.N Malhan in the book entitled “*Essential of advertising*” have formulated the following definition.

“ Advertising is any controlled form of non-personal presentation and promotion of ideas, goods and services and identified sponsor, that is used to inform and persuade the selected market” (Chandan &Sing, 1990,p.02)

Advertising can also be defined from a societal perspective. A definition considered appropriate from a societal perspective would be:

Advertising: An institution of society that has the capability of informing the citizen, stimulating economic growth, and providing knowledge useful in decision- making, as well as the tendency both to misallocate scarce economic resources and lead consumers to engage in behavior that may not be in their own best interests.

1.2 History of Advertising

Egyptians were the first in the history of mankind who used papyrus to make wall posters and sales messages. An ancient advertising form ,Wall or rock painting was another way used for commercial advertising which is present even present today in many parts of South America, Africa and Asia. The practice of wall painting can be traced back to Indian rock art paintings (4000 BC). Billboards and out of home advertising are considered the oldest form of advertising in history As the general populace was illiterate but the cities and towns were growing rapidly. The science today we call cobbler, tailor, miller, and blacksmith were associated with their skills as boot, hat, suit and horse shoe respectively. Town Criers which were used to sell

vegetables and foods in cities and towns on their carts announcing the whereabouts, shouting for their product was a way for advertisements.

England was the first country where advertisements started to appear in weekly newspapers in 17th century. Advertising grew as the economy grew in 19th century and became a very practical tool for advertisers to excel their products through mixing images, using slang language, by adopting layouts and language techniques, very familiar in society. Governments ponder upon to utilize the power of advertising to convince their citizens (consumers) on different geopolitical and state related issues in first quarter of 20th century. This policy became popular among states in First World War when governments hired the services of their citizens to combat the enemy by encouraging their citizens to save their motherland through advertising. In past, the advertisement was done by the beating of drums. But in the modern age, the means of advertising have changed. Now it can be done by using mass media. TV is the most modern means of advertisement. The products displayed on TV conquer our senses of sight and hearing.

1.3 Advertising in Pakistan

In 1947, the advertising industry was in a very miserable condition in Pakistan. Calcutta, Bombay, Madras and Delhi were centers of advertising in the sub-continent, but all these cities became part of India. At that time industrial production was almost nil. Therefore, there were not advertisers. Advertising depends on media but the media was very limited at that time. There was no TV centre. Only two radio stations were working. A few newspapers and magazines were being printed but their circulation was very little. The advertising rates were too little.

Before independence British and American advertising agencies had hold over the business. Malani and Co. was one of these advertising agencies working in Pakistan but the owner of this agency was also a Hindu. The first advertising agency in Pakistan was Wilintas International Karachi. After some times, a number of international advertising agencies opened their offices in different cities of Pakistan. These agencies promoted the business of their international clients in Pakistan. The international advertising agencies dominated the local agencies because the local advertising agencies were suffering from shortage of resources and well skilled staff was not available to them.

Currently in Pakistan many advertising agencies are working and there number is increasing day by day. As the number of print and electronic media outlets are increasing, number of advertising agencies and there revenue is also increasing. According to Media Bank of Pakistan, total advertising in 2009-10 was 1,999,434 minutes. The top 25 channels received approximately 70% of this total share of advertising. Total advertising during prime time in 2009-10 was 767,730 minutes. The top 25 channels received approximately 70% of the total share of prime time advertising. News and Entertainment channels on an average received approximately 75% of the entire ad – spend across all time bands.

1.4 Importance and Purpose of Advertising

We live in an age of competition where advertising has gained a great importance. The business activity in the country mainly depends on advertisements. Only those goods are accepted as popular which put up a brave show. The primary objective in advertisement is to aware the masses through Creation. Though important and intensity of the advertising had already been admitted, the advancement of technology

aid in modern era has greatly enhanced the advantages of advertising which has been considered important not only in private sector but also in public sector.

People can be communicated through the least expensive, the quickest and most effective media i.e. advertising. It makes the people approachable to buy and to buy the exact product of their need and its utilization. National and international business environment has made advertising a dynamic activity which is constantly changing itself as the world scenario is changing. (Sing and Sharma, 1984)

In society, advertising effects public opinion, school, popular culture and religious rituals by encouraging and reflecting new frankness. (Semenik, 1995)

Through advertisements several different tasks can be fulfilled like creation of awareness, communication of emotional and rational attributes and their benefits, refresh-ness of mind through providing choice among different brands and proving loyalty and franchise to a brand.

Advertising never convince 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. (Fejes, 1989)

The main function of advertising is to convey constructive information effectively and efficiently by gaining commercials benefits through attractive, effective, refined and stylish presentation of a product before a consumer.

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. (Kotler, 1993)

Extremely diverts and broad field of advertising conveys information as public notice for consumer to get responses. Advertising is categorically distinguishable from marketing and public relationing as the marketing has complex phenomenon involving the transfer of goods from producer to consumer and the public relationing, gathering public opinion through personal relationship, while advertising fulfills two basic purposes, to inform and persuade.

Advertising has been emerged as an effective institution to give face value to the products of reputed business organizations. The technique of the presentation of product in front of masses at particular time or season and inapproachable price has now become an art of advertising. For the effective presentation of the industrial products, advertising has become a powerful tool to excel in growing markets of the world .and knowing the desire of a product and the purchasing power of public are the successful tools of good advertising.

1.5 Evolution of Television in Pakistan

Pakistan started its Television Broadcasting on November 26, 1964 with a very small pilot project established at Lahore. After the successful experimental phase, Television Promoters Limited, a private limited company was established in 1965. Latterly, in 1967, this company was converted into a public limited company in 1967, Karachi and Rawalpindi / Islamabad welcomed TV stations while two small centers were established in 1974 at Peshawar and Quetta.

Since its establishment, electronic media in Pakistan was kept under control of government agencies till 1990, when Network Television Marketing (NTM) and Shalimar Television Network (STN) came into a contract with Government of Pakistan to launch Pakistan's first private sector TV channel. Through satellite dish, foreign TV channels became the part of this race in mid 90s in Pakistan and targeted

the urban elite class in the beginning. Latterly, satellite dish became very popular as a commodity for various socio-economic classes in Pakistan.

Satellite and cable channels are fast emerging on the Pakistani media scene. The trend started in the years 2000-2001. Indus TV network was the first independent satellite channel. ARY group of companies launched ARY Digital from the United Kingdom in December 2000, to cater to the rising demand of family entertainment for the viewers of south Asian origin living in Europe. The channel began its transmission in Pakistan and other parts of Asia from September 2001. Jang group launched GEO TV in 2002.

Today there are many more television channels available on cable. It can be taken as a marvelous development on the turf of Media in Pakistan. PTV was the only state owned television channel in Pakistan till 2002. Now, more than 100 television channels have got license from the Pakistani Government and are enriching this sector in Pakistan.

In Pakistan with the emergence of electronic media opportunities have grown to advertise on television. Due to the technical development like cable and satellite number of television channels in Pakistan has increased and the willingness of consumers to pay attention of television advertisements has also increased. Today in urban areas of Pakistan almost every house has a T.V set. Pakistani TV channels present different types of programmes like news, dramas, documentary, films etc. During these programmes advertisements known as commercials of different items of daily use are telecasted. Main purpose of TV commercials is to provide information about different things in order to increase sales of those advertised brands.

1.6 Television Advertising

”Advertising on television usually means running a TV commercial, typically between 15 and 60 seconds in length, but TV advertising can also include sponsorships and product placement within television shows.”
(alladvertisingagencies.com)

1.7 Television and Society

We are living in a “mediated society” where many of our thought patterns, and values are shaped by the media, which produces versions of events and issues in their own style and under their own social, cultural and political agenda. The influence of media is strong both on individual and society. Television is the largest carrier of culture and has the monopoly over our thought patterns, beliefs and social relationship in 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. 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. (Semenik, 1995)

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” (Defluer, 1976:418)

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

1.8 Understanding Social and Cultural Values

Desirable, proper, acceptable and good or undesirable, improper, unacceptable and bad things in a cultural are collectively called values.(R.T.Schaefer)

Particular practices and their extensive exercise in a culture makes those things as values. A society's behaviors such as presentation of truth, true application of democracy, realizing social responsibility, freedom of expression, men's and women's role in building marriage bonds, rule of law, and dispensation of justice are the real attributes of a society.

- “Culture is everything which is socially learned and shared by the members of a society. It is entire social heritage which is received by the members of a society as participating members therein” (S.M.Baqi)
- “culture is the totality of learned socially transmitted behavior”(R.T.Schaefer)
- “The environment created by man itself, is known as culture.”(Herskovits)
- “Culture is social heritage, transmitted from generation to generation.” (Ralph Linton)

1.9 Mainstream Culture

The citizens of Pakistan being mostly Muslim by faith have certain social values. Research would be looking at the mainstream values and how the values are being violated by the TV advertisements. How these violations are perceived or interpreted.

Pakistan is a multicultural Society and due to the existence of many cultures social and cultural values differ place to place. But being a Muslims state or Islamic country our roots belongs to Islamic principles and we will discuss here mainstream culture and violation of mainstream cultural and social values.

1.10 Social Order in Pakistan

Linton has pointed out that some cultural traits are necessary for all members of society, while other traits are shared by some members. (Ralph Linton, 1936 p.16)

A trait required of all members of the society is called universal. Certain values, gestures and meanings must be shared by all members if there is to be an orderly social life, when a person approaches us with the right hand extended, we know this indicates a friendly greeting and not a physical attack. Without a set of understanding shared by all normal members in the society, confusion would prevail whereby the ordinary business of social life would never get moving.

In Pakistan culture, polygamy is permitted but normally individuals are monogamous in marriage. Women must clothe all parts of the body, except face and hands. We must drive on the left side of the street. Free love and infanticide is disapproved. Chastity and timidity are emphasized for girls; legal punishment or social disapproval, or both, await the one who does not conform to the norms.

In every society, however, there are some areas of life which the individual has the freedom to choose from among several possibilities. In Pakistan family patterns allow a man to marry a woman by negotiations between the families of the two. Direct personal contact by the spouses themselves before marriage is disapproved although not altogether prohibited. The couple may be married in a religious or a secular ceremony after betrothal or without betrothal. They may live with the groom's parents, or by themselves. The bride may be either a fulltime

housewife or a working wife. Either party, if widowed, is free either to remarry or remain single.

For shaking hands, the right hand is extended in our culture which defines this as proper behavior. For eating also we must use the right hand; our culture has norms for certain actions to be performed exclusively either by right or left hand.

1. 11 Social Responsibility of Advertising

The ideological theory of social responsibility is entirely based on ethics and moral values which is a social binding on individuals, organizations, corporations and governments. It can be negative or positive, positive in a sense to perform duties actively (proactive stance), negative in a sense to refrain from acting dangerous for society (resistance stance).

Media serve many important responsibilities, for the society such as social economic, educational, religious, cultural etc. many people think that media play a vital role in making democracy work In citing people to purchase goods and services is the main role of advertising.

Advertising plays a major role in the modern environment. It helps in establishing relationships between human desires and production. Therefore, all advertisings must be truthful, decent, honest and legal. While preparing advertisements, sense of social responsibility should be kept in mind, advertising which cultivates a lavish life style and a false expression of presentation reduces human progress is a destructive version of advertising which is as harmful for individuals as for society.

Advertising is a mirror which reflects the reality in general with the exception of distorted image of reality at particular situations. Advertisers promotes the

beneficial attributes of the product according to the values of society ignoring the harmful attributes of the product which corrupts the purpose of advertising and enables society to digest new values created by advertiser. They basically contaminate the certain norms and values of society in this way in the name of educational and social needs. To counter this contamination law making bodies of the government and agencies indirectly control the advertisers and their independent minds. While creating an advertisement an advertiser must be very careful, strictly observing the norms and the values of the society, general public opinion, traditions and contemporary laws.

The citizens of Pakistan being mostly Muslims by faith have certain social and cultural values. Research would be looking at the prevailing social values and how the norms of society are violating by television advertisements. More specifically, researcher will be look at the affect of advertisements on our social values.

1. 12 Ethics in Advertising

Lack of acceptable code of ethics in advertising is a worldwide phenomenon. Morality in advertising varies from country to country. An advertisement may be morally acceptable in one part of the world, whereas, it may be against the code of morality in another part of the world.

Advertising is a media vehicle for social communication which is persuasive in nature shaping attributes and behaviors powerfully which steadily increases as the modern society grows. In today's world scenario, the gist of this discussion directly or indirectly is that advertising has a profound impact on the people's minds, expressing the relation between individuals, between the world and themselves and particularly in selection of products and relationships in daily life.

Objective of advertising in any society is to influence the independent thinking of the people and change their behavior. Nevertheless, advertising has also some social responsibilities to inform people of the various choices available and educate them about the superiority of a given product by explaining its characteristics. Thus the consumers can freely decide for themselves as to which product to buy and which products to avoid.

MIRROR THEORY: The renowned “mirror theory” discuss the relationship of advertising and industry very precisely as it explains that the contents from the culture are taken, transformed and thrown back to the society by industry called as the metamorphosis of cultural symbols and its relationship with goods. Ideas and images are reciprocally infused in services and products though this entire phenomenon is a substantial proof of the impact of cultural, myth, religion, art, ideology and circumstantial ends of traditions on society.

Selling of commodities is not only the purpose of advertising but also the presentation of commodities as a road to success and happiness is expressed in mirror theory .According to mirror theory words, images, values, traditions are taken from the society and send them back to society after a complete transformation in meaning and nature. Old existing commodities are sold back to the consumers by the help of new words and images giving the new meanings and adopting new parameters. For example: females are presented to sell all commodities like perfumes, cars, garments etc. this commercialization of women has paved the path in developing sexual relationship between the women’s and the commodities in society.

1.13 Violation of Social and Cultural Values in TV Advertisements

For some, Media is yet a threat to local cultures and beliefs. The texts and contents of modern mass media are challenging the generations old customs, traditions and religious beliefs, which are sacred and not compromise-able. Advertisement present life style of 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.

TV Commercials are affective tools to change or alters the values of society.

In Pakistan there was the time when its seemed very strange for a girl or daughter to appear in front of her father, brother without scarf (*dupatta*). Now a day due to the strong effects of media particularly of advertisement girls are not much concerned to follow their specific social and cultural values.

Ads of cellular companies have immensely affected the old social and cultural set up. In Pakistan commercials of cellular companies are changing the social cultural values frequently at large. For example: few years back a girl having contact with anybody was considered a taboo of 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.

The other sad picture of the reality is that, that no strict action or implementation is done against this violation of social values by TV ads.

1.14 Statement of the Problem

This research is an attempt to study the audience perception, about violation of social and cultural values in TV advertisements in the perspective of Pakistani culture. The purpose of the study is to know that how audience think about the TV ads and to what extent they feel that ads are anti culture and anti social.

1.15 Objectives of study

The objectives of the study are:

- To analyze the audience perception about the violation of social and cultural values in TV advertisements.
- To understand about whether or not the TV ads are violating the social and cultural values.
- To determine the affects of TV advertisements on the social norms.
- To find the extent of Pakistani Media to fulfill their social responsibility.

1.16 Significance of Study

For better or worse, advertising increasingly permeates the social and cultural fabric not only of Pakistan but also of the world. It clearly influences how we dress, eat and even think. It is now a reality of life that the television is a powerful medium for not only imparting information but also for education and entertainment. While watching different types of programs on the TV one certainly takes, sub- consciously, some effect, whether for good or bad. It is therefore very important to know to what extent the television advertisements influence the thinking and actions of people in their daily life and also how to channelize it for improving the quality of life. Of course that depends very much on the value judgments of individuals and that also is an index of how civilized a society is.

The question arises whether the TV ads are violating the social and cultural values in Pakistan, And if so in what form and how are they being violated?

Researcher believes this research would hold a lot of importance for the audience of TV channels; it would create awareness among the viewers of television and the TV producers about the impact of ads on the viewers. It may further help to make useful alternation in the TV advertisements so that these lead to betterment and improvement of the society. It will also raise awareness among the society about their norms and values and the bases of their judgments. It will help change and improve TV ads for the better.

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.

1.17 Justification of the Study

It is area of concern that TV ads are violating social and cultural values and this violation affecting our traditions and norms. Some foreign brands TV ads promoting the western and Indian culture in Pakistan. There is a general perception that TV ads are violating the social and cultural values and it is need of time to aware the people about this. For example: *Ice Lolly - Omore Ice Cream Advertisement* in which a child eats ice cream in wash room sitting on commode, which is a open violation of our social and cultural values.

1.18 Theoretical Framework

The social responsibility theory provides the guideline for this research. The Social Responsibility Theory by Robert Maynard Hutchins developed in 1940s is still a source of guide line for the contemporary media. The theory, first introduced in 1947 was to mitigate the pressure that threatens freedom of the press, was strongly recommended by the Hutchins Commission on Freedom of the Press. It declared that the media should serve in public interest. It defines that Press should remain free of government interference & influence. It indicated guidelines that the media should observe the public interest in order to fulfill its obligation of serving the public.

The social responsibility does not only fall upon the reporters and producers of media but also falls to the consumers to become media literate and maintain high, yet reasonable expectations of the media. In theory, if these things happen, there will be no need for government intervention & influence. The “Social Responsibility Theory” was set forth as the ideal way for the media to conduct business in the large interest of itself and of general public. Since its emergence, this theory has met with much criticism as well as support.

Chapter: 2

Literature Review

The Literature reviewed in the present study focuses on the salient features of the television advertising in the perspective of the social and cultural values. No doubt, television advertisement has become a vital tool for the manufacturers of various products. TV is a vital source in increasing demands for what the public already keeps. Majority of the studies support this idea that people usually like to act as it is advertised on television.

Some studies have also condemned the role of advertisements in society. Those researches pointed out that sometimes, the television advertisements exaggerate in highlighting good points and conceal the negative points of the products. Thus, these advertisements try to distract the viewers to choose the defected products. The various studies extended the idea that the TV advertisements are badly affecting the Social and Cultural values of the society.

The detailed review of the study is being expressed in the following lines:

In an article, titled “Effects of T.V Culture” by Webb and Ray (1979) indicated that the advertisement culture could have a determined impact on ad recall or recognition. The research primarily is related to the advertisement level and TV. Whereas, other features of ad culture could not catch much attention of the public in general and researcher in particular. Furthermore, researches in past had not addressed the issue that how culture is related to the communication problems.

In a research study titled “Attitudes towards Advertising: The American Experience” Zanote,E (1984) states that public opinion on the road to advertising have moved more harmful impact in current decades. Main causes are the perceived

deception, rise of consumerism, effective stereotypes, and rising quantity of Television advertisements.

It was examined by the Gilly (1988) that there are differences of roles of men and women displayed by commercials in US, Mexico and Australia. The researcher also explored some important dissimilarities in the frame which gender based characters were displayed in the United States TV advertisements.

In an article captioned "The information processing of Coordinated Media Campaigns", Edell and Kevin (1989) portrayed a sketch on Media interaction to give a substantive knowledge processing perception on synchronized media drive that engaged both Radio & Television. They implemented the idea of "Curiosity" by introducing the audio tracks of Radio & Television. They mentioned that Radio listeners, who listens advertisement at first, can be accessive curious about what the associated video looks like than people who watch T.V. advertisements. This curiosity as mentioned by the authors may be a motive of greater intensity possessing the video impact of TV ad exposure.

Aaker (1991), 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 brand.

Pecora (1995) 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", Wiles. (1996) examined the similarities and differences of printed advertising in the United Sates and Sweden. Some 20 years earlier in 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. In short, Wiles concluded that there were very little differences in all of these variables. Ads in both countries depicted people overwhelmingly as youthful and more slender body types were represented in ads than can be found in the general population. 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. They further concluded that the values portrayed were identical to the previous findings, exposed in the US, 20 years ago.

Caillat and Mueller (1996) in a research entitled “The influence of Culture on American and British Advertising” compared US and British beer advertising focusing on one particular product in comparing cultural variables. 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, occasion of the product usage and advertising appeals. In their research study, Caillat and Mueller highlighted independence, modernity, individualism newness and achievement as American cultural values while tradition/history, affiliation and eccentricity were associated as British ones. They further categorized indirect speech as British culture value while direct speech as American style. The commercials were also considered as the dominant advertising appeal out of a list of eight primary appeals i.e. humour, sex, fear, emotional, rational, positive, negative and patriotism. Caillat and Mueller explored that the British commercials were more liable to present beer drinking on common occasions while on the other hand; American commercials depict beer drinking on “special occasion” settings.

Cheng and Schweitzer (1996) in a research project namely “Cultural values Reflected in Chinese and U.S Television commercials” explored a contrast between a 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. The common cultural values were “youth” and “modernism” Cheng and Schweitzer pointed out that imported products are linked with western values were used frequently in Commercials. Moreover, Cheng and Schweitzer revealed that values portrayed in commercials differ for product to product and category to category. For example, the value “family” is used in commercials for medicine in both countries i.e. US and China.

Zinkhan and Chowdhury (1997) 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 recession is claimed by many U.K and U.S social commentators. Work achievement is less regarded than the pursuit of leisure and affiliation in work force is a major cause of indigenous decline cause 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 a research article entitled “the impact of Women in advertisements on Attitudes toward Women” Mackay and Covell (1997) declared that this research seconds other researchers on a correlation between negative attitudes of feminism and sex image advertisements in magazines. The authors lamented that females in various advertisements are portrayed negatively and as a symbol of sexuality. Thus the positive image of young women turned into a negative impact.

In an article entitled “Consumer Perceptions of Advertising Clutter and its impact across various Media” Michael and Paul (1998) 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” Gottschalk (1999) 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” Ritson and Richard (1999) 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.

2.1 Cultural values in advertising themes

Rokeach (1973) defined values as a person’s enduring belief and/or organization of beliefs concerning preferable modes of conduct or states of existence along a

continuum of relative importance. Values can influence a person's perceptions, cognitions, attitudes, judgments, preferences, and choice behaviors. Research finds that advertisers are fully aware of the importance of values and make them central in advertising messages. Typical advertisements draw attention to values inherent in the product (i.e. the simple assertion that a product is of high quality), point to values that may be realized through consumption of the product (e.g., the suggestion that one becomes socially popular through the use of the product), and at times invoke values so that they become associated with the product (e.g., the image of a respectable and trustworthy person using the product). By appealing to commonly held cultural values, advertisers try to achieve a transfer of values from what members of a culture view as desirable states of being to the commodity and the consumption experience. As a result, cultural values lie at the core of advertising messages, and advertising content frequently reflects predominant cultural values, preferences, and orientations.

By making appeals to commonly held cultural values, advertisers try to achieve a transfer of values from what members of a culture view as desirable states of being to the commodity and the consumption experience. As a result, cultural values lie at the core of advertising messages, and advertising content frequently reflects predominant cultural preferences, values, and orientations. However, this reflection has been described as "a distorted mirror." Decades of research on cultural values in advertising content concur that advertising selectively highlights and reinforces certain cultural values, insofar as they help precipitate consumption. Over time, advertising's persistent, pervasive, and persuasive highlighting of some values and neglecting of others may shift the relative importance of different values for individuals, societies, and cultures.

'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' (Griffin, 2003, p.344).

Some of the researchers emphasize that symbols and characters in advertisements intended the cultural background of the audience. (McGuire, 1984).

Such a practice allows audiences to identify the message and their sources to understand it in a better way. (Huesman, Eron, lein, Brice & Fisher, 1983) and perceive themselves to be similar to the media characters (Brock, 1965) are more influenced by media content in which those characters are portrayed (Appiah, 2001).

A master piece of work by Rukhsana Shahnaz in 1972 titled "view points of University students about Television commercial "explored the different aspects given by the students of post graduate at Punjab University Lahore. In this research, the instrument of data collection was Questionnaire which she used. She was of the opinion that vulgarity in TV commercials is mostly liked by University students.

A Master's level thesis in 1973 was written by Shireen Farooq on "The opinions of Gullberg house wives about TV commercial." The focus of this research was to collect the opinion of the house wives of Gullberg Lahore regarding T. V commercials in Pakistan." The tool for this research was Questionnaire. It was explored that the majority of the house wives watched TV commercial with full of interest but the adoption is dependent on the quality of the product.

A thesis by Muhammad Irfan Kaleeq on the topic "The opinion of university teachers on TV commercials" was done in 1991. The findings of the study were university teachers. The instrument of collecting the data was through the Questionnaire. 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 university level are of the view that the assurance which TV commercials are made through advertisement is beyond the fact.

The theory by Pollay named "Measuring Cultural Values" was totally dependent on the significance of culture which will go in a long run; but the native cultural traditions and identities can be eroded and altered. The question was answered that what kind of cultural values are adopted in cross-cultural advertising. Does Western advertising in overseas markets promote mainly Western cultural values or does it try to adopt local cultural elements in order to appeal to the local consumers? Unfortunately, very few historical studies have been done to examine exactly what kind of cultural values were reflected in the content, or theme, of early Western advertising in a foreign market. The contemporary study undertakes this task as a starting point toward a more complete understanding of the past as well as the present of the cultural character and potential impact of cross-cultural advertising. Synthesizing previous research on human values, Richard Pollay developed a framework examining the cultural profile of advertising through an analysis of manifest cultural values. This framework, identifying and defining values in advertising content, has been widely used in research ranging from "Firth and Firth", "Western Advertising and Eastern Culture." Subir Sengupta and Katherine Frith in

TH-8645

1997 did the only study in existing literature that specifically dealt with cultural values in the content of foreign advertising in developing markets.

2.1.1 Cultural symbols and icons in advertising's creative tactics

A study of advertising's cultural content is not complete until both advertising themes and their creative executions are examined. This is because cultural characteristics are likely to be manifested in "what is said" & "how it is said" i.e., the central message or advertising theme & the way the central message or theme is presented through the use of creative tactics respectively., Mueller developed a coding scheme for creative tactics that included models and celebrities, languages, settings, and arts and artifacts as an attempt to examine the extent of Westernization of Japanese advertising.

Chapter: 3
Research Methodology

Research methods are a variety of techniques that people use when studying a given phenomenon. They are planned, scientific, and value-neutral. What that means is that good research methods don't just happen. Instead, they are deliberately employed in a way that is designed to maximize the accuracy of the results.

Methodology refers to the entire process of conducting research, reporting how the data was collected, under what conditions and so on. Bearing these points in mind, in this chapter, the researcher gives the details of techniques and tools which have been employed in the study.

So, in this chapter, the researcher has described the procedure adopted in the present study.

3.1 Research Design

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. (Catherine, 2000)

3.2 Method of Research

The researcher's main concern in this section is to describe various stages through which the research procedure passed.

All the researches whether in physical or social phenomena depend upon a special way of investigation and interpretation of data. In physical sciences generalizations are drawn after experimentations but in social sciences experimentations are not in frequent use because of the complex and changing nature

of the social phenomena. Some of the traditional instruments to gather data are interview, case study and survey method.

The present research involves an exclusive survey of TV viewers. The objective is together the data that how people perceive about the violation of social and cultural values in TV advertisements.

3.3 Survey Method

Quantitative research is commonly used to investigate research questions. There is a potentially infinite array of possible quantitative research designs, and in the human sciences particularly, it can be difficult to do pure, experimental research. Thus, a great many adaptations of experimental designs, called quasi- experimental and non-experimental designs have been developed. It is important to consider a range of possible quantitative research designs and their strengths and weaknesses. (Gall, 2003).The present study is quantitative research.

A survey is a data collection tool used to gather information about individuals. Surveys are commonly used in psychology research to collect self-report data from study participants. A survey may focus on factual information about individuals, or it may aim to collect the opinions of the survey takers.

A survey can be administered in a couple of different ways. In one method known as a structured interview, the researcher asks each participant the questions. In the other method known as a questionnaire, the participant fills out the survey on his or her own. Surveys are generally standardized to ensure that they have reliability and validity. Standardization is also important so that the results can be generalized to the larger population. (<http://wiki.answers.com>)

Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. A "survey" can be anything from a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview. (William, 2006)

A survey is a systematic method of collecting data from a population of interest. It tends to be quantitative in nature and aims to collect information from a sample of the population such that the results are representative of the population within a certain degree of error. The purpose of a survey is to collect quantitative information, usually through the use of a structured and standardized questionnaire.

Surveys are now being used in all areas of life. Business, consumer, activist, groups, politicians advertiser use them in their everyday decision making process. Some firms such as Gallup and Harris, regularly conduct a public opinion survey on a full time basis.

Survey has certain well- defined advantages. They can be used to investigate problems in realistic settings. Newspaper reading, television viewing and audience perception. Patterns can be examined where they happen rather than in a laboratory or screening room under artificial conditions.

The cost of survey is reasonable considering the amount of information gathered. In addition, researchers can control expenses by selecting from four major types of surveys; Mail, telephone, personal interview and questionnaire.

Another advantage is that large amounts of data can be collected with relative ease from a variety of people. The survey techniques allow researcher to examine

many variables (Demographic and lifestyle, information, attitudes, motives, perceptions, intentions and so on) and to use multivariate statistics to analyze the data, also geographic do not limit most surveys. Already existing data can be helpful to survey research. Data archives, government documents, census materials, radio and television rating books, and voter registrations lists can be used a primary sources or as secondary source of information. With archives data, it is possible to conduct an entire survey study without ever developing a questionnaire or contacting respondents.

3.4 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.

3.5 Sample

A sample is representative when it is an accurate proportional representation of the population under study. For reliable conclusions to be drawn from the research, samples for research must be representative of the target group. There are variety of ways of achieving this, in varying degrees- random samples often being regarded as the most pure and statistically correct (and usually the most costly), quota samples(selecting respondents to match certain criteria, e.g. socio- demographic) the more cost-effective, and still reliable. While it may seem most cost-effective to buy in a

mailing list, it is highly likely that the poor quality of the list and the resultant low response rate will produce highly misleading and unreliable results (Ardilly, 2000)

When universe is large, it is difficult to interview every unit of the universe. In such situation it is better to draw a sample.

Sample is any subgroup or sub aggregate drawn by some appropriate method from population. For the present study a sample of 150 TV viewers has drawn by simple random sampling technique.

3.5.1 The Size of Sample

Sample size is simply the number of people or units available to be studied. In this study a stratified random sample of 150 respondents were 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.

3.5.2 Characteristics of Respondents

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 may 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

3.6 Data Collection

In the present study questionnaire was selected as a tool for data collection because of the response rate was 100% and also respondents 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.

Questionnaire was consisted of 24 questions. For this study researcher designed questionnaire in English language.

3.7 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.

3.8 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.

3.9 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.

3.10 Operationalization

Operationalization means to specify the meaning of the concept by denoting the measuring operation. It defines phenomena with greater definiteness and also outlines the directions. Operationalization gives the old concept a new meaning and defines it with greater exactness and according to the phenomena under study.

There are two main variables, TV ads and cultural and social values. TV ads are independent variable and cultural and social values are dependent variable.

There are our own typical standards, religious and traditions but our focus will be main stream social and cultural values in Pakistani society. Such as customs, traditions, eating and wearing habits, family system, art and literature, fashion and toilet methods, life style etc can be included.

This research is about the violation of social and cultural values in TV advertisement, it would be therefore appropriate to define what we understand about these terms. Researcher explains these below.

3.10.1 Pakistani Main stream values

A large number of values such as eating and wearing habits, family system, art and literature, fashion and toilet methods, life style etc can be included.

Pakistan is a hierarchical society. People are respected because of their age and position. Older people are viewed as wise and are granted respect. In a social situation, they are served first and their drinks may be poured for them. Elders are introduced first, are provided with the choicest cuts of meat, and in general are treated much like royalty. Pakistanis expect the most senior person, by age or position, to make decisions that are in the best interest of the group.

3.10.2 Social Norms

What main stream people feel? Anti social, Unethical, Anti traditions, Anti cultural, Anti religion

3.10.3 Violation

For further explanation, we can divide it two categories.

(i) Verbal violation: In verbal violation we mean the violation in Content, text, words.

(ii) **Non verbal violation:** Here Non verbal violation means violation in actions like Appearance, gesture, posture and movement, eye contact, facial expression

3.11 Definitions of key Concepts

The important concepts involved in the present study are defined below:

3.11.1 Advertising means: word advertising means the introduction of a product to the consumers or any service to the mass or to turn the attention of public to an idea.

“A picture, short film, song, etc. which tries to persuade people to buy a product or service.”

3.11.2 TV Advertisement: it has been defined as: “An advertisement broadcast during a sponsored television programme.” (Webster, 1967)

3.11.3 Values: Value are collective conceptions of what is considered good, desirable and proper---- or bad, undesirable and improper, in a culture.(R.T.Schaefer)

3.11.4 Culture: “Culture is the totality of learned socially transmitted behavior”
(R.T.Schaefer)

3.12 Variables of Study

Following are the variables of the present study.

3.12.1 Independent variables

- Television advertisements

3.12.2 Dependent variables

- General perception that TV commercials violating the social and cultural values.

3.13 Research Questions

R.Q 1-What is the audience perception about the effects of TV ads on social and cultural values?

R.Q 2-Whether and to what extent TV ads are influencing the social norms and cultural values of the audience?

R.Q 3-Whether or not media fulfilling their social responsibility?

R.Q 4-whether or not TV advertisements are promoting anti-cultural and anti-social values?

3.14 Research Hypothesis

Hypothesis for the present study is:

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

3.14.1 Concepts involved in it:

In this hypothesis the following concepts are involved:

- 1 TV Advertising
- 2 Cultural values

Chapter 4

Data Collection and Analysis

4. Analysis and interpretation of Data

Analysis of data in a research project involves summarizing the mass of data collected and presenting the results in a way that communicates the most important features. In quantitative research analysis involves things like the frequencies of variables, differences between variables, statistical tests designed to estimate the significance of the results and the probability that they did not occur by chance. All this is done basically by counting how often something appears in the data and comparing one measurement with others. At the end of the analysis, not only do we have a mass of results but also have what it might be called “the big picture”, the major findings. (Miles, 1994)

The data on the “Violation of social and cultural values in TV advertisements: An audience perception” was collected through a questionnaire, which was specially designed for this study. The sample of the study was collected from general population who has access to the cable TV network and residing in urban areas of Rawalpindi/Islamabad. The size of the sample was 150. In which 75 were males and 75 were females. Questionnaires were distributed equally among the males and females TV viewers of Rawalpindi/Islamabad. The data was collected through questionnaires in face to face meeting. All 150 viewers responded.

The data in this chapter have been presented in the form of frequencies tables, cross tables and graphs. SPSS was used to analyze the data and the findings of the collected data are following.

4.1 Frequency Distribution of Gender of the Respondents

As evident from table 4.1, the total numbers of respondents were 150. There were 75 Male (50% of the population) respondents and 75 Female (50% of the population) respondents.

Table 4.1: Gender of the Respondents

| Name of the Respondents | Frequency | Percent |
|-------------------------|-----------|---------|
| Male | 75 | 50.0 |
| Female | 75 | 50.0 |
| Total | 150 | 100.0 |

4.2 Frequency Distribution of Age of the Respondents

The table 4.2 shows that out of 150 respondents 12.7% (19) were below 20 years and 20 % (30) were between 21 years and 25 years and 40% (60) were between 26 years and 30 years. The 27.3% (41) respondents were above 31 years. This shows that majority of respondents were from third age group.

Table 4.2: Age of Respondents

| Age of Respondents | Frequency | Percent |
|--------------------|-----------|---------|
| 16-20 | 19 | 12.7 |
| 21-25 | 30 | 20.0 |
| 26-30 | 60 | 40.0 |
| 31 and above | 41 | 27.3 |
| Total | 150 | 100.0 |

4.3 Frequency Distribution of Qualification

As evident from table 4.3 out of 150 respondents 2.7% (4) were below metric and metric and 12.7% (19) were inter and 43.3% (65) were graduate and 41.3% (62) were masters and above This shows that majority of respondents were graduates and above.

Table 4.3: Qualification of Respondents

| Qualification of Respondents | Frequency | Percent |
|------------------------------|-----------|---------|
| M.A/MSC and above | 62 | 41.3 |
| B.A/BSC | 65 | 43.3 |
| F.A/FSC | 19 | 12.7 |
| Matric and below Martric | 4 | 2.7 |
| Total | 150 | 100.0 |

4.4 Frequency Distribution of Profession of the Respondents

The table 4.4 shows that out of 150 respondents 4.7% (7) were having business and 34.7% (52) were having government and private jobs and 31.3% (47) were students and 29.3% (44) were having other profession. This shows that majority of respondents were service class.

Table 4.4: Profession of Respondents

| Profession of Respondents | Frequency | Percent |
|---------------------------|-----------|---------|
| Businessman | 7 | 4.7 |
| Service class | 52 | 34.7 |
| Student | 47 | 31.3 |
| others | 44 | 29.3 |
| Total | 150 | 100.0 |

4.5 Frequency Distribution of time spend in watching TV

As apparent Table 4.5 shows that out of 150 respondents 18.7% (28) spend only half hour in watching Television and 38.7% (58) spend 1 to 2 hours daily in watching Television and 24.7% (37) used to watch television 3 to 4 hours and 8% (12) spend 5 to 6 hours in watching Television. The 10% (15) respondents were those who spend more than 6 hours in watching television. This shows that majority of respondents spend 1 to 2 hours daily in watching television.

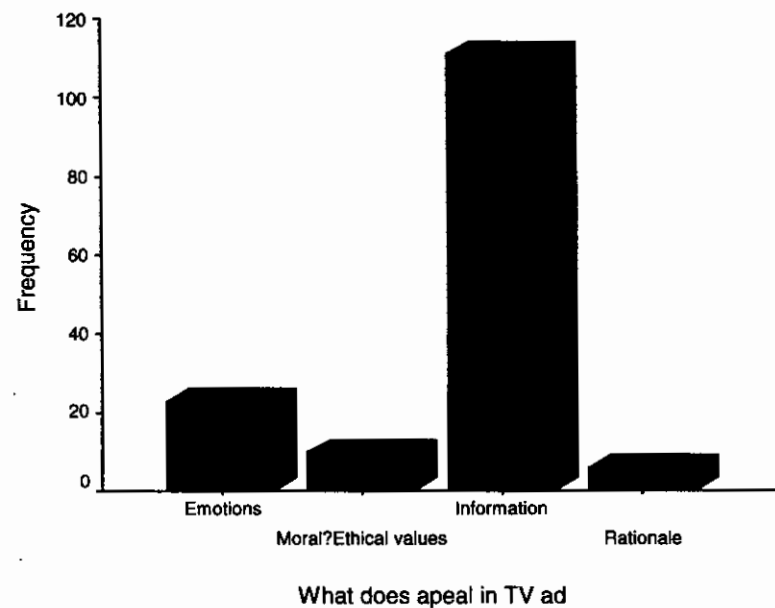
Table 4.5: Time spend in watching TV

| Time in watching TV | Frequency | Percent |
|----------------------------|------------------|----------------|
| 1/2 hr | 28 | 18.7 |
| 1-2 hr | 58 | 38.7 |
| 3-4 hr | 37 | 24.7 |
| 5- 6 hr | 12 | 8.0 |
| More than 6 hr | 15 | 10.0 |
| Total | 150 | 100.0 |

4.6 Frequency Distribution of what does appeal in TV Ad

It is matter of great concern to know that what do viewers want to see or what appeal to the viewers in TV commercials. In this regard researcher asked the respondents “what does appeal you in a TV commercial?” According to table 4.6 (See table 4.6 in appendix) and figure 4.1 the received information clear depicts some interesting results such as informatics impact of TV commercials appeals the most to the viewers, receiving the percentage of 74% (111) . Clearly enough, information aspect dominates the other aspects of advertising such as emotions 15.3% (23), moral or ethical values 6.7% (10) and rationale 4% (6) approach by responded respectively.

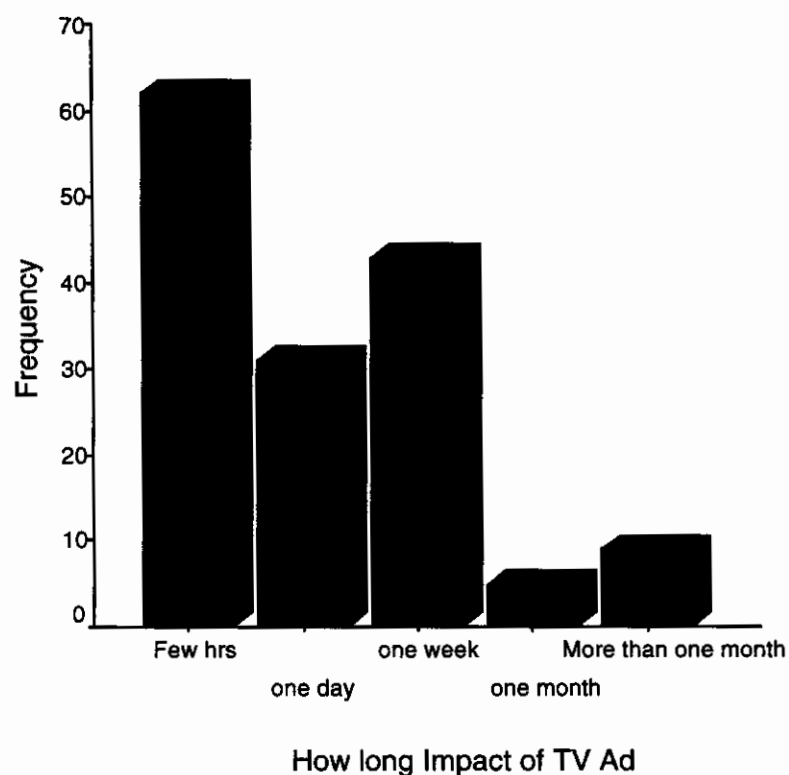
Figure 4.1: Bar chart of what does appeal in TV Ad



4.7 Frequency Distribution of impact of TV Ad

TV advertisements have great impact on our lives. In this regard the researcher asked viewers “How long does the impact of an advertisement last on your mind?” The output of this question is mentioned in the table 4.7(See table 4.7 in appendix) and figure 4.2. As per its analysis 41.3% (62) viewers answered that the impact of advertisement lasts within few hours and 20.7% (31) responded that its impact remains for one day among the viewers. 28% (43) said that the impact of TV advertisements ends within one week. Only 3.3% (5) viewers answered that it last in one month and the viewers who responded that impact of TV advertisements remains for more than one month there percentage is 6 (9). The results shows that majority of responded belongs to category A.

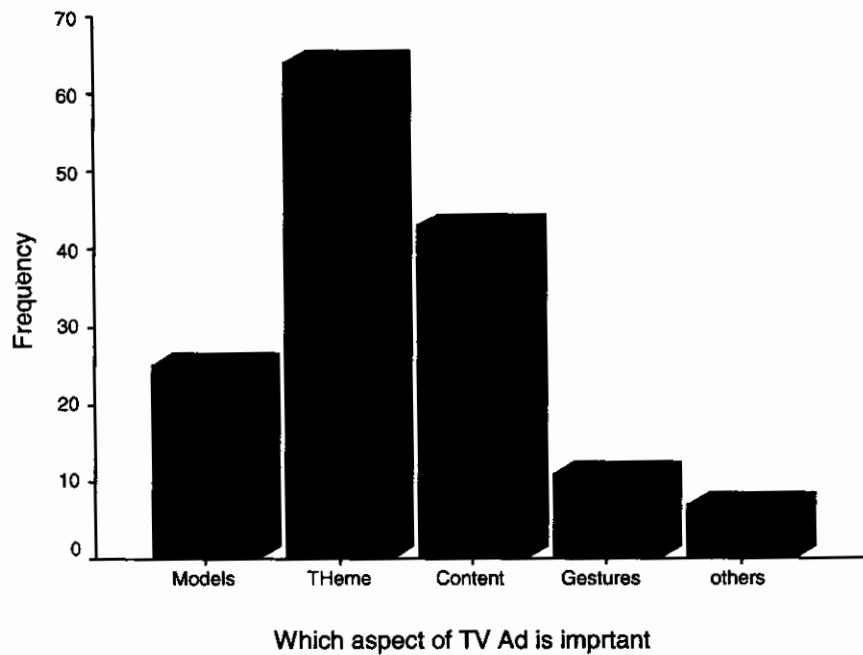
Figure 4.2: Bar chart of impact of TV Ad



4.8 Frequency Distribution important aspect of TV Ad

TV advertisements depict various aspects of human life. These are good source of entertainment, information and promoting business. The question “which aspect of television advertisement is important for you?” was asked from the viewers. All of them took interest and responded positively. As evident in table 4.8 (See table 4.8 in appendix) and figure 4.3, Majority of the responded, with of 42.7% (64) regarded the **Theme** aspects of TV commercials as most important aspect and 16.7% (25) were of the view that **Models** aspect is important in TV commercials. 28.7% (43) voted for **Content** aspects. The viewers who considered **Gestures** they are 7.3% (11) of the total. Only 4.7% (7) responded show their interest in others.

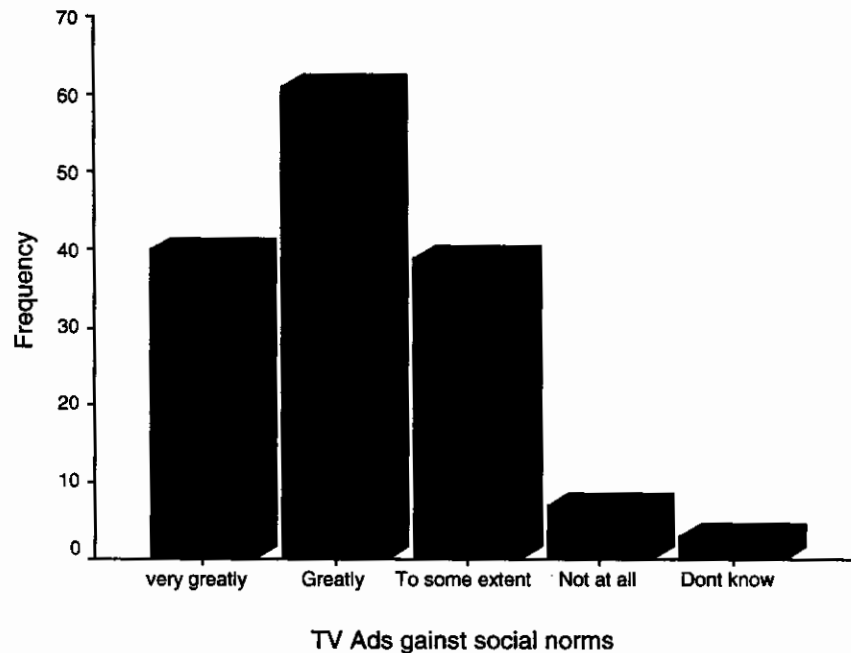
Figure 4.3: Bar chart of important aspect of TV Ad



4.9 Frequency Distribution of TV ads against social norms and values

Cultural and social values are true index of our society. TV advertisements as effective means of Media can played their pivotal role in promoting social and cultural values within society. Besides merits TV advertisements have also demerits. Without hesitation we can say it that TV advertisements are promoting anti cultural and anti social values. The table 4.9 (See table 4.9 in appendix) and Figure 4.4 indicate that out of 150 responded 40.7% (61) have the view that some TV advertisements are against our social and cultural values **greatly**. Among the viewers 26.7% (40) responded that TV advertisements are promoting anti 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) responded marked the option don't know.

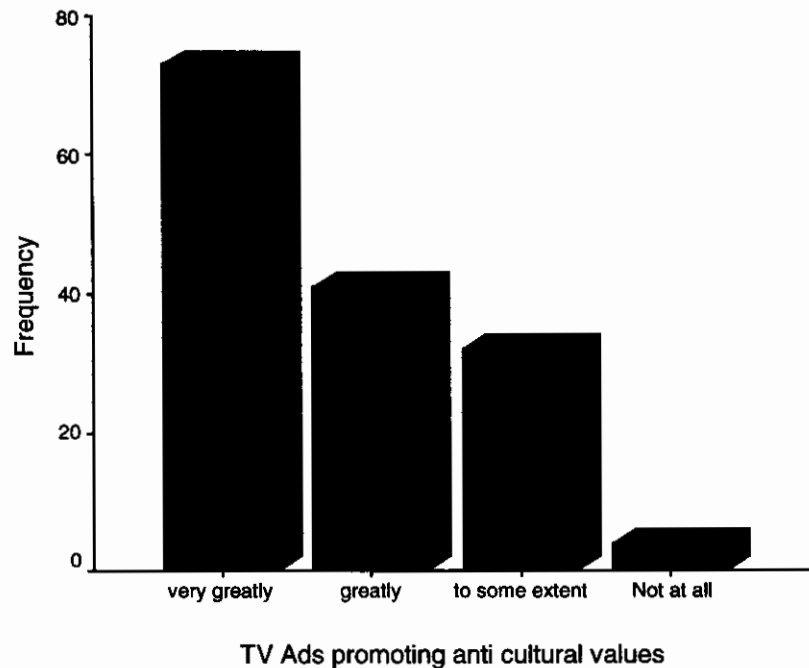
Figure 4.4: Bar chart of TV ads against social norms and values



4.10 Frequency Distribution of TV ads promoting anti-cultural values

In modern media TV advertisements are playing a very important role but at the same time it is influencing our cultural and social values negatively. Most of the time they don't give a true picture of our society. The Cultural presented in advertisements is not realistic. This negative side of advertisements is affecting the mind of viewers. The table 4.10 (See table 4.10 in appendix) and figure 4.5 indicates that 48.7% (73) responded 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.

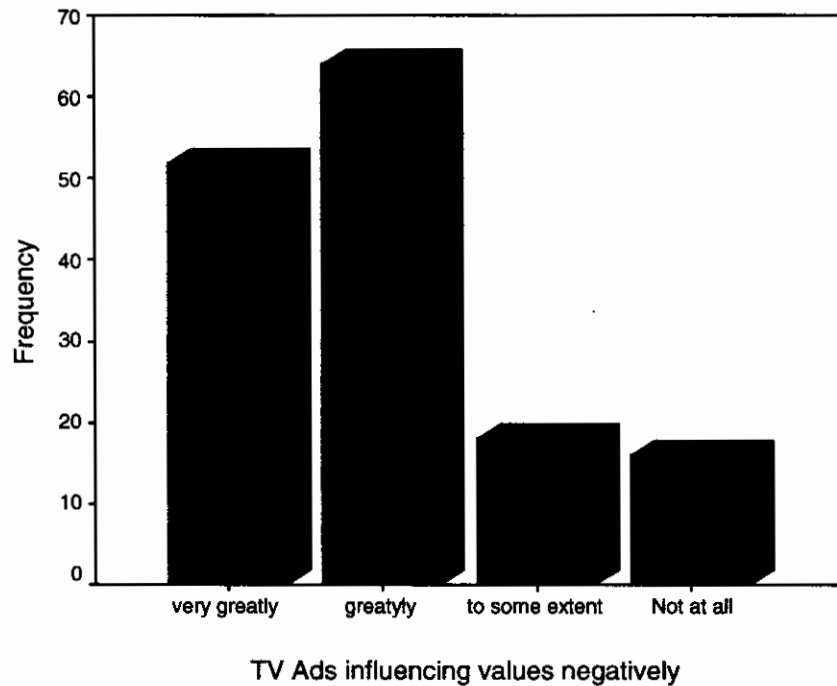
Figure 4.5: Bar chart of TV ads promoting anti-cultural values



4.11 Frequency Distribution of TV Ads influencing values negatively

It is matter of great concern that weather TV ads are influencing cultural and social values negatively or not. In this regard researcher asked question “to what extent in your opinion TV ads are influencing cultural and social values”. As apparent Table 4.11 (See table 4.11 in appendix) and figure 4.6 shows that out of 150 respondents 34.7% (52) have the opinion that TV ad are influencing values negatively. The result shows that majority of the responded with 42.7% (64) have the view that TV ads are influencing values negatively. Only 12% (18) marked the option “to some extent” and 10.7% (16) responded voted in favor to TV advertisement and they marked the option “not at all”.

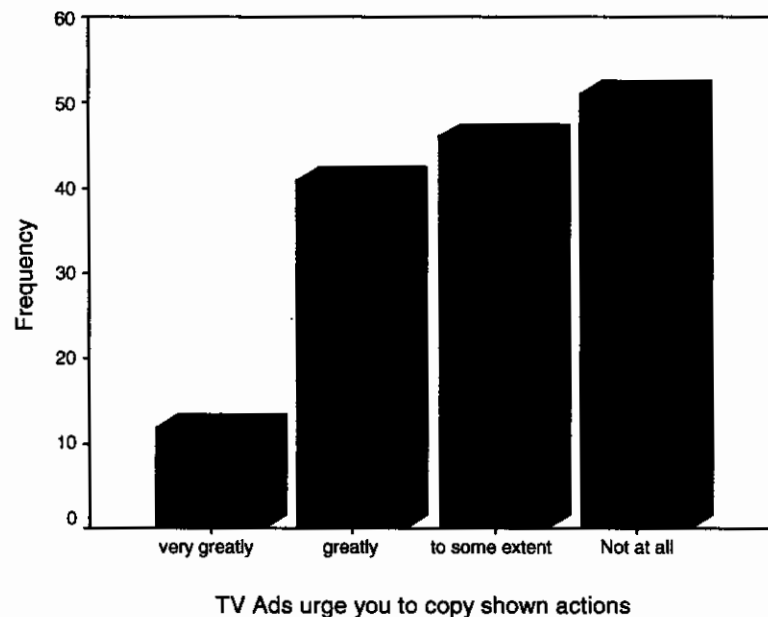
Figure 4.6: Bar chart of TV Ads influencing values negatively



4.12 Frequency Distribution of TV ads urges to copy shown actions

TV advertisement has great impact on our routine life. Viewers try to copy their ideals and various ways of life style represented in these. They are much interested to adopt latest ideas and actions of commercials. The following percentage is collected from the given question such as 8% (12) marked the option **very greatly**. Those who considered that TV ads urge us **greatly** to copy are with 27.3% (41). 30% (46) shows there response for the option '**to some extent**' and majority of the viewers marked '**not at all**' and their percentage is 34 (51). The result of table 4.12 (See table 4.12 in appendix) and figure 4.7 shows the majority of the TV viewers have the view that TV ads urge them to copy the shown actions to some extent.

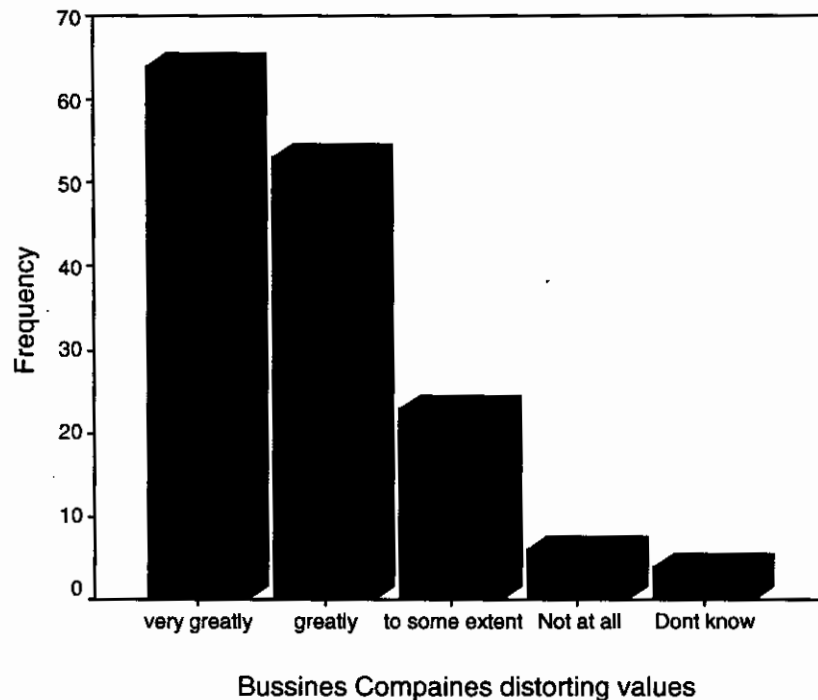
Figure 4.7: Bar chart of TV ads urges to copy shown actions



4.13 Frequency Distribution of Business Companies are distorting Social values

At present every sector is in the race to compete each other. Electronic media is the most affective platform to promote business of different companies. It is observed that a number of companies distorting our social norms and values through advertisements just to promote their business. In this regard the received information indicates the following results. As apparent in table 4.13 (See table 4.13 in appendix) and figure 4.7 Majority of the responded with 42.7% (64) declared it as the crucial truth of the modern age They 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**. The percentage of those who show there great concern for **greatly** in this question is 35.3% (53). Those who marked for **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**.

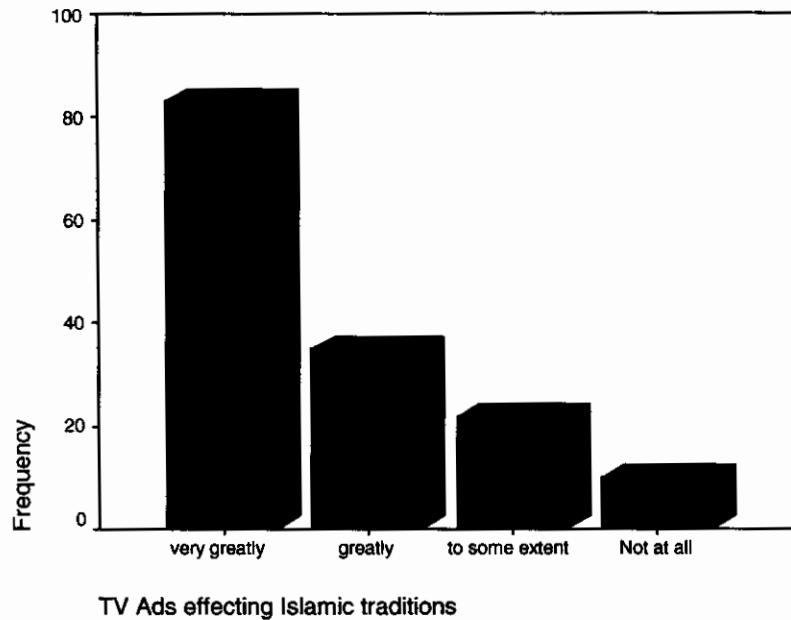
Figure 4.7: Bar chart of Business Companies are distorting Social values



4.14 Frequency Distribution TV ads effecting Islamic traditions

Islamic cultural is a complete code of life. It provides wide range to human about every aspect of life. Media play its prominent role in promoting and effecting Islamic condition, norms and values. A question asked in this regard “to what extent in your opinion TV advertisements are affecting our Islamic tradition”. The outcome of this table 4.14 (See table 4.14 in appendix) and figure 4.8 depicts the following result .more than half of the viewers, with the percentage of 55.3% (83) clearly mention 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’.

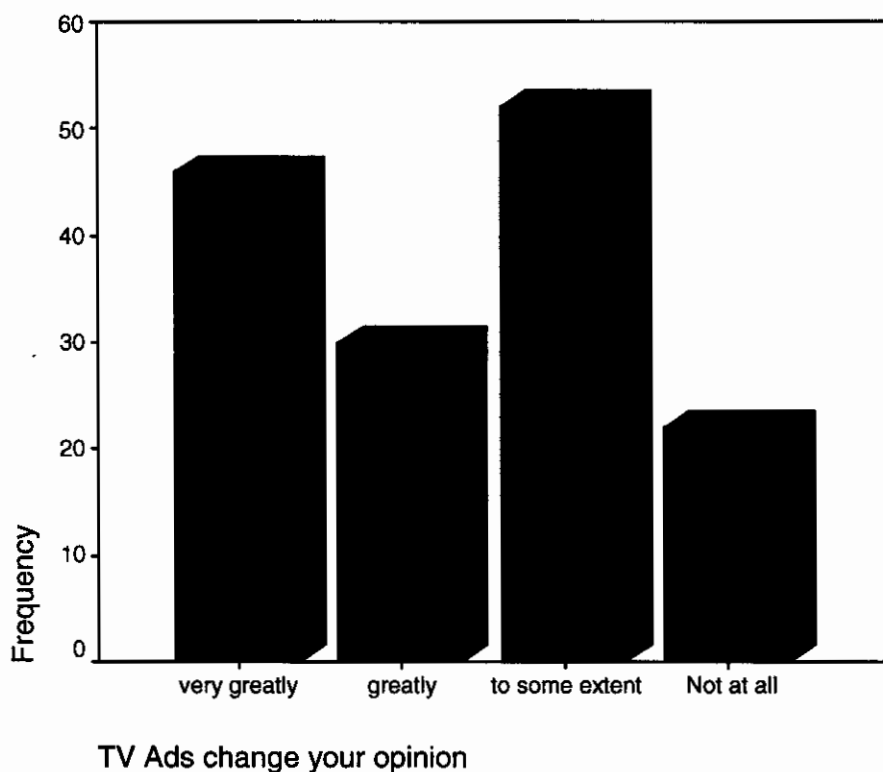
Figure 4.8: Bar chart of TV ads effecting Islamic traditions



4.15 Frequency Distribution TV ads change opinion

Electronic media is an influential source to make or mould our opinions. The table 4.15 (See table 4.15 in appendix) and figure 4.9 indicate that TV commercials are influencing our opinions to some extent. The collected data in this concern point out the following percentage. Out of 150 responded 34.7% (52) said that TV ads affect or change their opinion to some extent and 30.7% (46) marked the option very greatly 20% (30) viewers considered that TV ad affect or change their opinion greatly. Only 14.7% (22) voted for the option 'not at all'.

Figure 4.9: Bar chart of TV ads change opinion

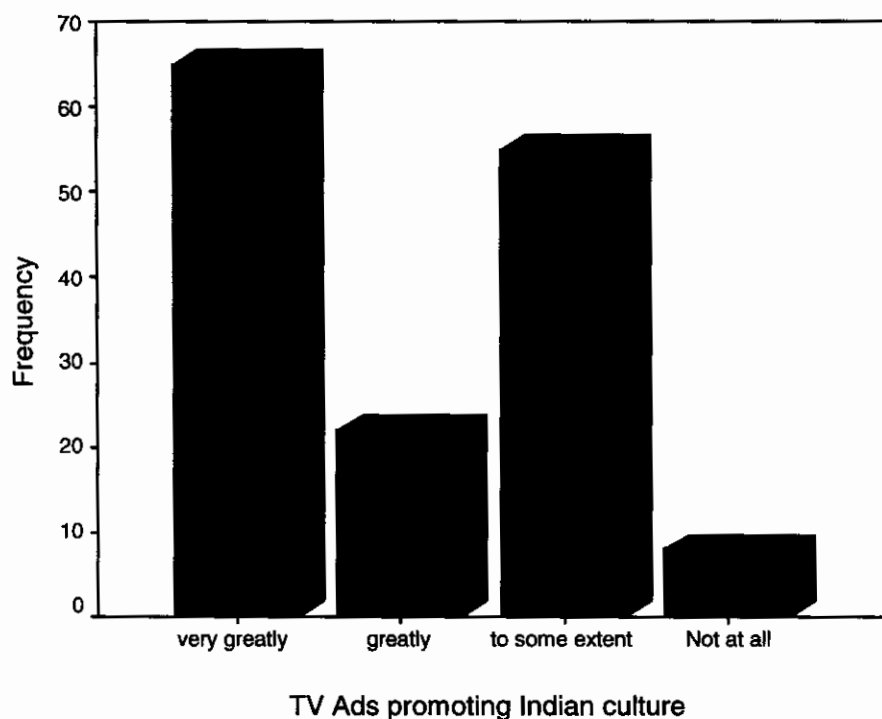


4.16 Frequency Distribution TV ads are promoting Indian/ foreign culture

TV advertisements are effective means to spread cultural values but it is a sorry state that present TV ads are promoting Indian cultural/foreign culture. In this concern we got interesting results such as 43.3% (65) of the viewers marked **very greatly**, 14.7% (22) of the viewers opted the option of **greatly**. The persons who showed there interest in the option '**to some extent**' are 36.7% (55). Very less participant said '**not at all**, with percentage of 5.3 (8).

(See table 4.16 in appendix)

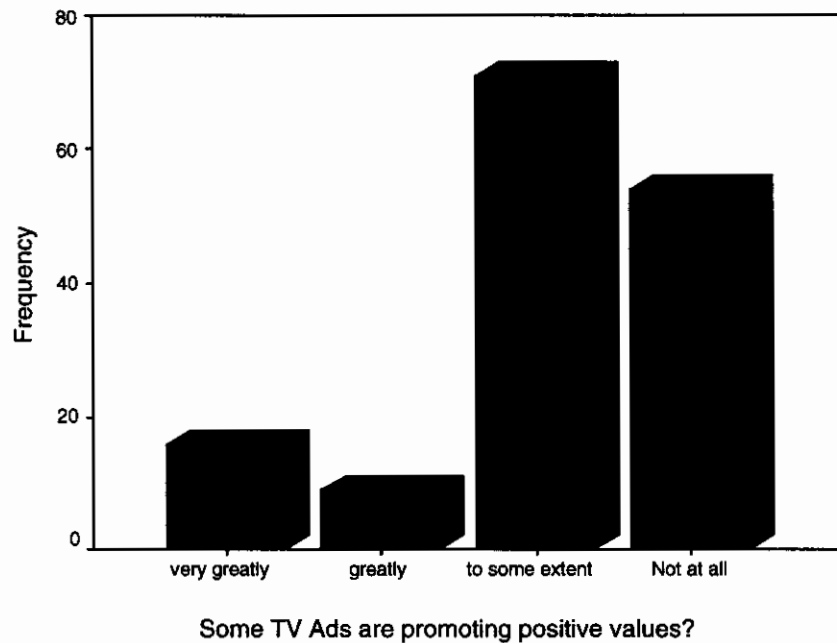
Figure 4.10: Bar chart of TV ads are promoting Indian/ foreign culture



4.17 Frequency Distribution Some TV Ads are promoting positive values

Media have been influencing human life at different levels. It is source of promoting cultural, social values. TV commercials are prominent figure to promote values in this regard. According to the output of questions “To what extent do you think that some advertisements are promoting positive values” the following percentage is found. Out of 150 responded only 10.7% (16) viewers have the view that advertisements are promoting positive values **very greatly** and 6% (9) viewers voted for the option **greatly**. The table 4.17(See table 4.17 in appendix) and figure 4.11 show that Majority of the responded, with 47.3% (71) regarded it **to some extent** and 36% (54) were those who said **not at all**.

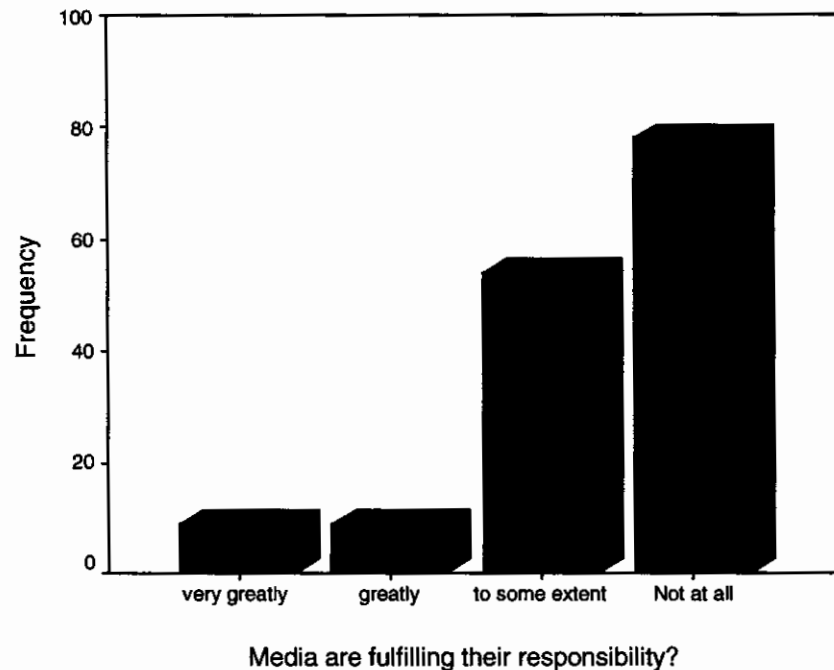
Figure 4.11: Bar chart of Some TV Ads are promoting positive values



4.18 Frequency Distribution Media are fulfilling their responsibility

Cultural values are the true reflection of a nation. Our country, Pakistan has its own cultural and social values. Media have been prominent source to protect and promote our cultural values. A question was asked from the viewers to know that to what extent TV commercials are capable to promote cultural values. The outcome of this question shows that the 6% (9) of the total viewers responded for **very greatly**, among them 6% (9) replied in favor of **greatly**. A great number of viewers with the percentage of 36 (54) marked **to some extent** and 52% (78) responded voted in the favor of option not at all. According to the table 4.18 (See table 4.18 in appendix) and figure 4.12, the results show that majority of the responded have the view that media are not fulfilling their responsibility.

Figure 4.12: Bar chart of Media are fulfilling their responsibility



4.19 Cross tabulation of TV Ads and our Social values

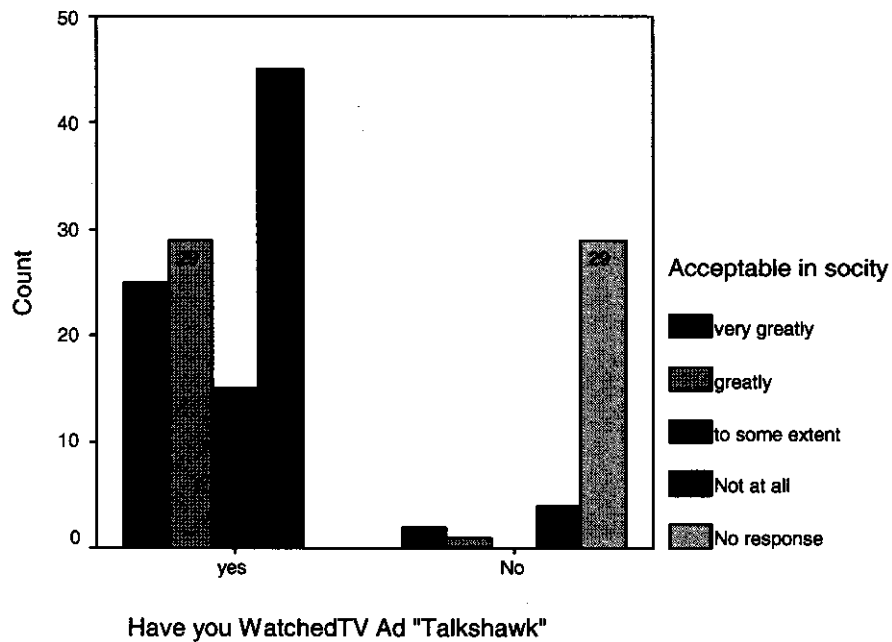
In our TV ads it is generally observed that true reflection of our social and cultural values is missing. Many of the TV viewers raise this point that TV ads are violating our social values at different levels. In this regard the researcher has asked a question about **Telenor Talk Shawk** Tv ad “Is 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 4.19: 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 yes Ad "Talkshawk" | Count | 25 | 29 | 15 | 45 | 0 | 114 |
| | % within Have you v TV Ad "Talkshawk" | 21.9% | 25.4% | 13.2% | 39.5% | .0% | 100.0% |
| | % within Ad is acceptable in our sc | 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 v TV Ad "Talkshawk" | 5.6% | 2.8% | .0% | 11.1% | 80.6% | 100.0% |
| | % within Ad is acceptable in our sc | 7.4% | 3.3% | .0% | 8.2% | 100.0% | 24.0% |
| | % of Total | 1.3% | .7% | .0% | 2.7% | 19.3% | 24.0% |

Figure 4.13: Bar chart of Cross tabulation of TV Ads and our Social values



4.20 Cross tabulation of TV Ads and our Social values

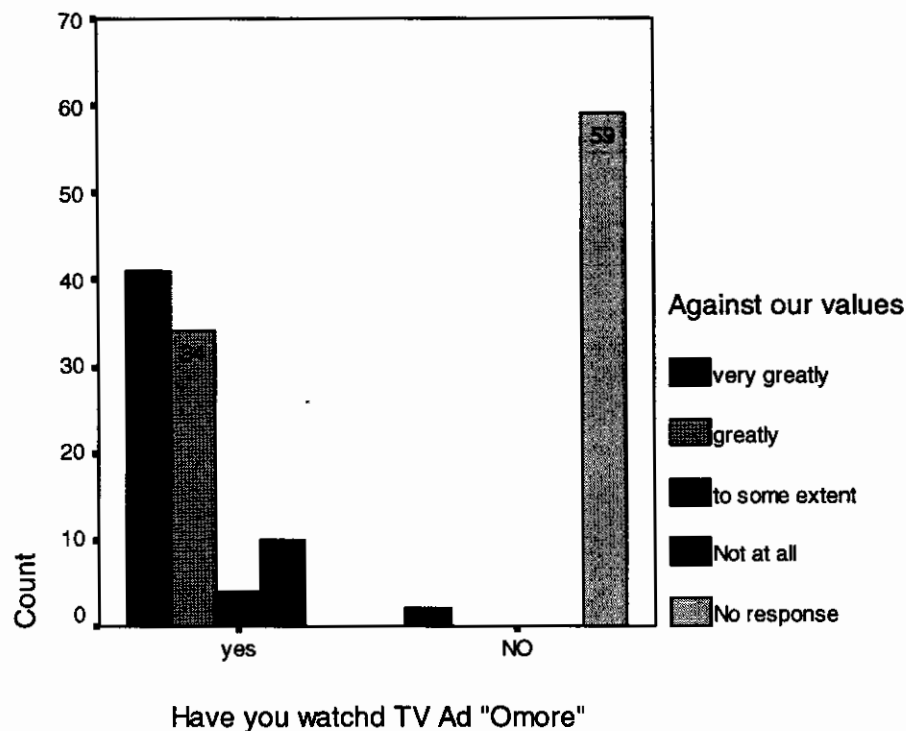
The cross table 4.20 and figure 4.13 about the mention question “the presentation of TV ad **omore Ice loly** is against our social values” show the following details. Among the responded 59.3% (89) said that they had watched the said commercial. Majority of the viewers very clearly agreed with it and 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 4.20: 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 watc yes TV Ad "Omore | Count | 41 | 34 | 4 | 10 | 0 | 89 |
| | % within Have you watchd TV Ad "Or | 46.1% | 38.2% | 4.5% | 11.2% | .0% | 100.0% |
| | % within Ad is aga 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 "Or | 3.3% | .0% | .0% | .0% | 96.7% | 100.0% |
| | % within Ad is aga our values | 4.7% | .0% | .0% | .0% | 100.0% | 40.7% |
| | % of Total | 1.3% | .0% | .0% | .0% | 39.3% | 40.7% |

Figure 4.14: Bar Chart of Cross tabulation of TV Ads and our Social values



4.21 Cross tabulation of TV Ads and our Social Norms

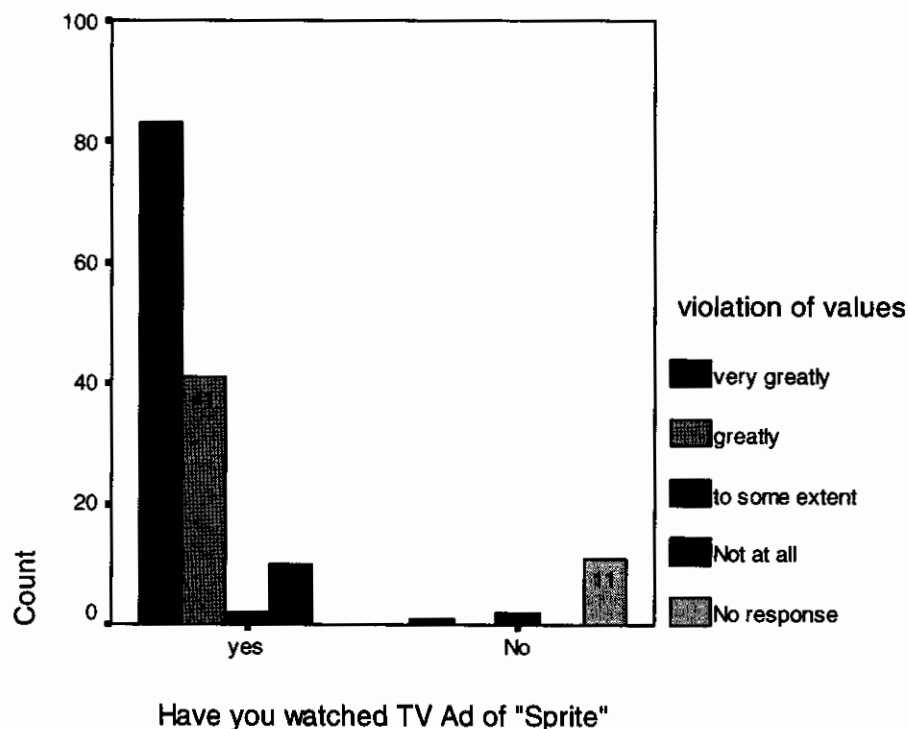
It is fact that TV commercials had introduced a great range of edibles. But besides this positivity these have some negative reflections/ outcomes. It is commonly said that TV ad of cold drink name “**sprite**” is distorting our cultural values. Representing the subject matter of commenting is freely 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 4.21: 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 watched TV Ad of "Sprite" | Count | 83 | 41 | 2 | 10 | 0 | 136 |
| | % within Have you watched TV Ad of | 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 watched TV Ad of | 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% |

Figure 4.15: Bar chart of Cross tabulation of TV Ads and our Social Norms



4.22 Cross tabulation of TV Ads and our Social values

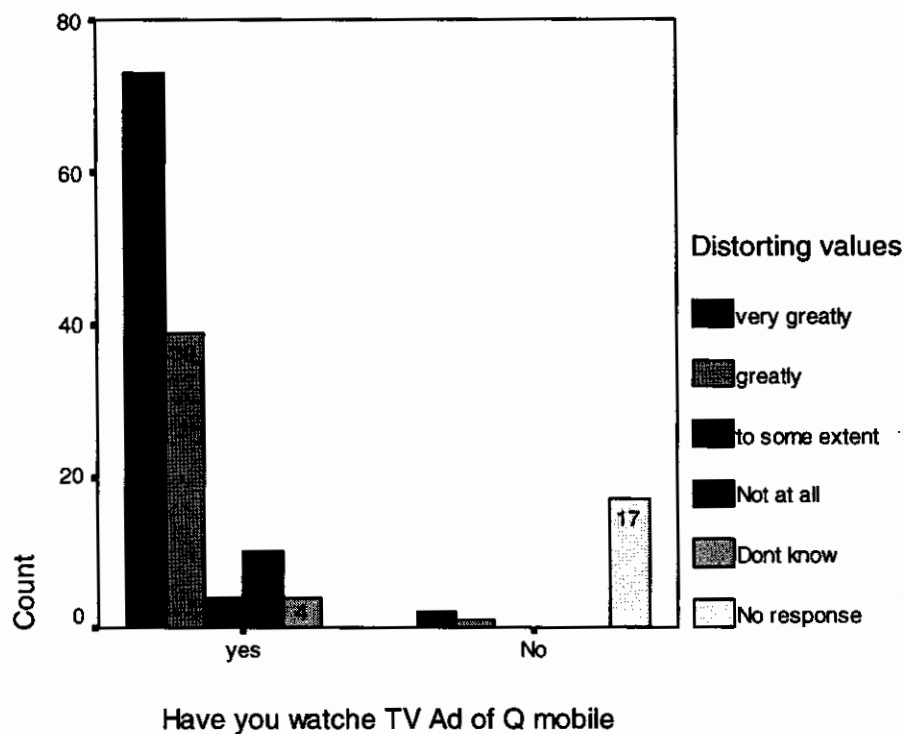
TV ads of cell phones have dominated various means of communication. In this field all the cellular companies are trying to compete each other even at the cost of violation of cultural and social values. It is generally viewed that TV ad of **Q mobile** “**party phone**” is distorting our social values 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 4.22: 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 watched Ad of Q mobile | Count | 73 | 39 | 4 | 10 | 4 | 0 | 130 |
| | % within Have you watched 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 watched 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% |

Figure 4.16: Bar chart of Cross tabulation of TV Ads and our Social values

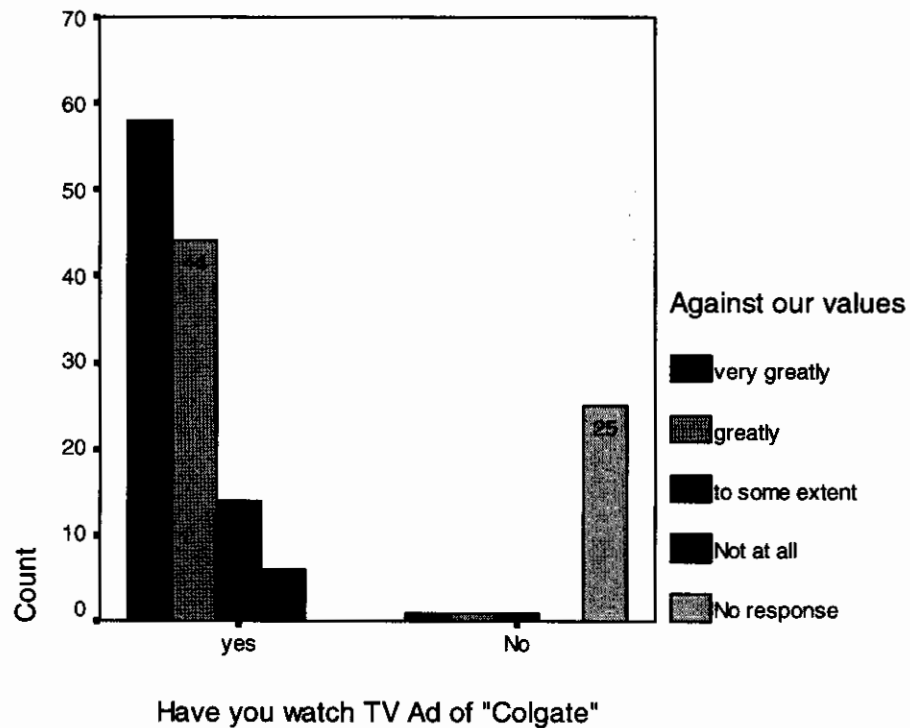


4.23 Cross tabulation of TV Ads and our Social values

The researcher had asked the question “the TV ad of **Colgate Max Fresh** is distorting our social and cultural values?” from the respondents. The majority of the respondents agreed with the statement. They were of the view that this ad is manipulating our cultural values to a great extent. Of the total respondents 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 number 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 4.23: Cross tabulation of TV Ads and our Social values**To what extent Colgate TV Ad "Mas Fresh" is against our values Crosstabulation**

| | | Ad is against our values | | | | | Total |
|---------------------------------------|---|--------------------------|---------|----------------|------------|-------------|--------|
| | | very greatly | greatly | to some extent | Not at all | No response | |
| Have you watch yes Ad of "Colgate" | Count | 58 | 44 | 14 | 6 | 0 | 122 |
| | % within Have you watch TV Ad of "Colgate" | 47.5% | 36.1% | 11.5% | 4.9% | .0% | 100.0% |
| | % within Ad is again st our values | 98.3% | 97.8% | 93.3% | 100.0% | .0% | 81.3% |
| | % of Total | 38.7% | 29.3% | 9.3% | 4.0% | .0% | 81.3% |
| No | Count | 1 | 1 | 1 | 0 | 25 | 28 |
| | % within Have you watch TV Ad of "Colgate" | 3.6% | 3.6% | 3.6% | .0% | 89.3% | 100.0% |
| | % within Ad is again st our values | 1.7% | 2.2% | 6.7% | .0% | 100.0% | 18.7% |
| | % of Total | .7% | .7% | .7% | .0% | 16.7% | 18.7% |

Figure 4.17: Bar chart of Cross tabulation of TV Ads and our Social values

4.24 Test of Hypothesis

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

Frequencies

TV Ads influencing Social and Cultural values negatively

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

Chi-Square Test

Test Statistics

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

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

Chi – square ($\chi^2 = 46.800$ 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** ($\chi = 46.800$ P = .000). According to the X value there is a significant difference was found so that the hypothesis was supported.

Chapter 5

Findings, Discussions, Conclusions, Suggestions and Recommendations

5. Summary

The study was designed to find out the “Audience perception regarding the violation of social and cultural values in TV advertisements”. The major objectives of the study were (a) to analyze that how audience perceives about the violation of social and cultural values in TV commercials. (b) To understand whether the TV ads are violating the social and cultural values or not. (c) To determine that, at what level TV advertisements are affecting the social norms. (d) To find how much time people of different status spend on watching TV channels.

The universe of the present study is 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.

For the present study a sample of 150 viewers has been drawn by simple random sampling technique. Only educated TV viewers were elected equally, 75 male and 75 female.

Questionnaire was selected as a tool for data collection. Questionnaire consisted of 24 questions. 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.

After the data collection basic information was tabulated and analysis was made by calculating the percentage. SPSS was used for analyzing the data. When the data was analyzed it was found that the TV ads have a negative impact on the

audience perception. A statistical test chi square was applied on the data Chi – square ($\chi = 46.800$ $P = .000$)

5.1 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. (see table 4.5 in appendix)
2. In this study the received information clearly depicts that informative impact of TV commercials appeals the most to the viewers, receiving the percentage of 74 (111) . Clearly enough, information aspect dominates all other aspects of advertising such as emotions 15.3% (23), moral or ethical values 6.7% (10) and rationale 4% (6) approach by responded respectively. (See table 4.6 in appendix)
3. The findings of table 4.6 show that the majority of the TV viewers answered that impact of any TV advertisement lasts within few hours. As per analysis out of 150 respondents 41.3% (62) answered that the impact of advertisement remains for few hours. 28% (43) replied that the impact of TV advertisements ends within one week and 20.7% (31) responded that its impact remains for one day among the viewers. Only 3.3% (5) viewers answered that it lasts in one month and the viewers who declared that impact of TV advertisements

remains for more than one month there percentage is 6 (9). (See table 4.7 in appendix)

4. 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 viewers 26.7% (40) responded that TV advertisements are promoting anti-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" (See table 4.9 in appendix)
5. 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. (See table 4.10 in appendix)
6. 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. (See table 4.13 in appendix)

7. 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'. (See table 4.14 in appendix)
8. The outcome of this study depicts that present TV ads are promoting Indian /foreign culture. In this concern researcher got interesting results such as 43.3% (65) of the viewers marked very greatly, 14.7% (22) of the viewers opted the option of greatly. The persons who showed their interest in the option 'to some extent' are 36.7% (55). Very less participants said 'not at all, with percentage of 5.3 (8). (See table 4.16 in appendix)
9. It is clear from the findings that media are not fulfilling their responsibility properly. Majority of the viewers, with 47.3% (71) regarded it to some extent and 36% (54) were those who said "not at all". Out of 150 respondents, only 10.7% (16) viewers have the view that advertisements are promoting positive values very greatly and 6% (9) viewers voted for the option greatly. (See table 4.17 in appendix)

5.2 Answers of Research Questions

R.Q 1-What is the audience perception about the affects of TV ads on social and cultural values?

In present study the received information depicts that TV ads are influencing cultural and social values negatively. The result shows that majority of the responded with 42.7% (64) have the view that TV ads are influencing values negatively. Only 12% (18) marked the option “to some extent” and 10.7% (16) responded voted in favor to TV advertisements and they marked the option “not at all”. (See table 4.11 in appendix I)

R.Q 2-Whether and to what extent TV ads are influencing the social norms and cultural values of the audience?

It is observed that most TV ads are influencing our cultural and social values negatively. Most of the time they don't present 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. (See table 4.10 in appendix I)

R.Q 3-Whether or not media fulfilling their social responsibility?

It is clear from the findings that media are not fulfilling their responsibility properly. Majority of the viewers, with 47.3% (71) regarded it to some extent and 36% (54) were those who said “not at all”. Out of 150 respondents, only 10.7% (16)

viewers have the view that advertisements are promoting positive values very greatly and 6% (9) viewers voted for the option greatly. (See table 4.17 in appendix I)

R.Q 4- whether or not TV advertisements are promoting anti-cultural and anti-social values?

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 viewers 26.7% (40) responded that TV advertisements are promoting anti-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" (See table 4.9 in appendix I)

5.3 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.

In Pakistan there is lack of social responsibility in every walk of life. Media and advertising companies are also responsible for this because they are presenting any sort of programmes and commercials just for the sake of their business. Advertising companies are making such ads in which western and Indian culture is presented. They are showing glamour and culture which does not exist in Pakistan.

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.

Due the violation of social values in TV advertisements Cultural distance between different classes of society is increasing. Get together; Dance parties, Birthday parties and other functions on different occasions are now a fashion in elite class particularly in urban areas. In these parties participants try to do the same action they have watched in different TV advertisements. As against it middle, lower middle and poor class can't afford such type of parties and functions. TV commercials have generated enormous social tensions and cultural gap within society.

As we are living in an Islamic society, some of the TV ads are affecting our Islamic values very greatly. The actions, content and themes presented in different ads don't match our Islamic values. It has been observed that mostly female models are being presented in different TV advertisements. The presentation of female models can seen even in male products ads like razor, motorbike etc.

5.4 Conclusions

The research was an attempt to do an assessment of the influence of TV ads on the social, cultural and religious values in Pakistan. Through research it is revealed that TV negatively influence human mind and undermine social, cultural and religious values. So, keeping in view the statistical analysis of data and findings of the study, following conclusion are drawn.

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.

TV ads play a significant role in shaping and promoting social changes, as in the book "*Corporate Influence in the media*" the author described:

"For the majority of people, exposure to advertising is as normal as breathing, eating or sleeping. It is a bit like living near a main road, eventually you learn to block out the noise. The same applies to advertising, except that it is not only noise, but a constant visual reminder of how we should look, feel and live. For example, we are now exposed to an estimated 3500 advertising images a day. We tend to block out the majority of images because they become background noise – but they still have an impact on us. (Zoubkov,2004)

This constant barrage of advertising affects every aspect of life. Job preference and work ethic is glamorized by movies and television, Social responsibility, justice, and the concepts of law and order are promoted, twisted, and abused in television ads.

Media is not fulfilling its responsibility to the required pattern. Under the hurricane of constantly changing values of what the media has declared as Fashionable, healthy, and even what is needed or not, the human mind begins to lose sense. 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.

5.5 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. According to the findings the affects of TV ads are adverse and pervasive. It is evident from the research that the tone and gestures of the presenters are contributing undesirable value schemes. These are perceived by a large number of viewers as those negative means which cause deterioration of the social and religious fabric of the society. These factors draw our attention to the fact that a standard presentation of TV ads is the demand of the hour.

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

- 1- Media should fulfill their responsibility instead of only making money. It should work for the welfare and social prosperity.
- 2- Advertising companies should present the Pakistani cultural rather to promote the western or Indian cultural.
- 3- Society must pay attention to enhance the credibility of TV ads. Role of society in this regard is to be decisive.
- 4- Society and Govt. should make guidelines for, how to promote social and religious values through media.
- 5- 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.

- 6- A balance between commercialization and professionalism is to be maintained while presenting ads.
- 7- In this regard media trained and professional people, pragmatic with cultural values should be hired.
- 8- 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.
- 9- Advertising organizations are required to enhance cultural descriptions at most instead of promoting only their business.
- 10- The saying of “know thy client, know thy audience” must be kept in mind while making and processing of TV ads.

5.6 Area for the future Research

In future following areas can be select for further research:

The population of present study “Violation of social and cultural values in TV advertisement: an audience perception was the TV viewers of twin cities Islamabad and Rawalpindi. In future research can be conducted at large level, may be at provincial or national level.

The present study was survey based and qualitative and survey method was used for the collection of data, in future quantitative research can be conducted by using content analysis method.

Role of advertising agencies in making and presenting the TV advertisements is an interesting topic; in future a study can be conduct on this topic to know that who make and which authority approve such type of ads in which social and cultural values are being violated. Is there any authority to check and the content and action

shown in any TV ads and is there any sensor authority in Pakistan to check the content and theme of TV ads.

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Appendix (I)

Table 4.6: What does appeal in TV Ad

| What does appeal in TV ad | Frequency | Percent |
|---------------------------|-----------|---------|
| Emotions | 23 | 15.3 |
| Moral/Ethical values | 10 | 6.7 |
| Information | 111 | 74.0 |
| Rationale | 6 | 4.0 |
| Total | 150 | 100.0 |

Table 4.7: Impact of TV Ad

| Impact of TV Ad | Frequency | Percent |
|---------------------|-----------|---------|
| Few hrs | 62 | 41.3 |
| one day | 31 | 20.7 |
| one week | 43 | 28.7 |
| one month | 5 | 3.3 |
| More than one month | 9 | 6.0 |
| Total | 150 | 100.0 |

Table 4.8: Important aspect of TV Ad

| Aspect of TV Ad | Frequency | Percent |
|-----------------|-----------|---------|
| Models | 25 | 16.7 |
| Theme | 64 | 42.7 |
| Content | 43 | 28.7 |
| Gestures | 11 | 7.3 |
| others | 7 | 4.7 |
| Total | 150 | 100.0 |

Table 4.9: TV Ads against social norms and Values

| TV Ads against social norms and values | Frequenc y | Percent |
|---|-----------------------|----------------|
| very greatly | 40 | 26.7 |
| Greatly | 61 | 40.7 |
| To some extent | 39 | 26.0 |
| Not at all | 7 | 4.7 |
| Don't know | 3 | 2.0 |
| Total | 150 | 100.0 |

Table 4.10: TV Ads promoting anti-cultural values

| TV Ads promoting anti-cultural values | Frequenc y | Percent |
|--|-----------------------|----------------|
| very greatly | 73 | 48.7 |
| greatly to some extent | 41 | 27.3 |
| to some extent | 32 | 21.3 |
| Not at all | 4 | 2.7 |
| Total | 150 | 100.0 |

Table 4.10: TV Ads influencing values negatively

| TV Ads influencing values negatively | Frequenc y | Percent |
|---|-----------------------|----------------|
| very greatly | 52 | 34.7 |
| greatly | 64 | 42.7 |
| to some extent | 18 | 12.0 |
| Not at all | 16 | 10.7 |
| Total | 150 | 100.0 |

Table 4.12: TV Ads urge you to copy shown actions

| TV Ads urge you to copy shown actions | Frequenc y | Percent |
|--|-----------------------|----------------|
| very greatly | 12 | 8.0 |
| greatly to some extent | 41 | 27.3 |
| to some extent | 46 | 30.7 |
| Not at all | 51 | 34.0 |
| Total | 150 | 100.0 |

Table 4.13: Business Companies distorting values

| Business Companies distorting values | Frequenc y | Percent |
|---|-----------------------|----------------|
| very greatly | 64 | 42.7 |
| greatly to some extent | 53 | 35.3 |
| to some extent | 23 | 15.3 |
| Not at all | 6 | 4.0 |
| Don't know | 4 | 2.7 |
| Total | 150 | 100.0 |

Table 4.14: TV Ads effecting Islamic traditions

| TV Ads effecting Islamic traditions | Frequenc y | Percent |
|--|-----------------------|----------------|
| very greatly | 83 | 55.3 |
| greatly to some extent | 35 | 23.3 |
| to some extent | 22 | 14.7 |
| Not at all | 10 | 6.7 |
| Total | 150 | 100.0 |

Table 4.15: TV Ads change your opinion

| TV Ads change your opinion | Frequenc y | Percent |
|-----------------------------------|-----------------------|----------------|
| very greatly | 46 | 30.7 |
| greatly to some extent | 30 | 20.0 |
| Not at all | 52 | 34.7 |
| Total | 22 | 14.7 |
| | 150 | 100.0 |

Table 4.16: TV Ads promoting Indian/ western culture

| TV Ads promoting Indian/ western culture | Frequenc y | Percent |
|---|-----------------------|----------------|
| very greatly | 65 | 43.3 |
| greatly to some extent | 22 | 14.7 |
| Not at all | 55 | 36.7 |
| Total | 8 | 5.3 |
| | 150 | 100.0 |

Table 4.17: Some Ads promoting positive values

| Some Ads promoting positive values | Frequenc y | Percent |
|---|-----------------------|----------------|
| very greatly | 16 | 10.7 |
| greatly to some extent | 9 | 6.0 |
| Not at all | 71 | 47.3 |
| Total | 54 | 36.0 |
| | 150 | 100.0 |

Table 4.18: Media fulfilling their responsibility

| Media fulfilling their responsibility | Frequenc y | Percent |
|--|-----------------------|----------------|
| very greatly | 9 | 6.0 |
| greatly to some extent | 9 | 6.0 |
| | 54 | 36.0 |
| Not at all | 78 | 52.0 |
| Total | 150 | 100.0 |

Appendix (II)

Questionnaire

I, Shafayat Ali, a student of MS (Media and Communication Studies), am doing my research, for the completion of my degree. The Topic of my research is “Violation of social and cultural values in TV Advertisements: An audience perception”.

I have prepared a Questionnaire to conduct my research and need your help in this regard. I assure you that the information provided by you will be kept secret and will be used for the purpose of research only.

Note: Please handover the Questionnaire to researcher after completion.

Respondent's Name: (optional)

Gender: 1- Male 2- female

Age Group: (please tick the relevant)

(a) 16-21 (b) 22-26 (c) 27-31, (d) 32 and above

Qualification: (please tick the relevant)

(a) M.A/MS or above (b) B.A/BSC (c) F.A/FSC (d) Matric (e) below Matric

Occupation: (please tick the relevant)

(a) Businessman (b) Service class (c) Student (d) Other

Note: Please tick the relevant option.

1- How many hours, daily, do you spend in watching TV?

- (a) 1/2 hour (b) 1-2 hrs (c) 3-4 hrs (d) 5-6 (e) More than 6 hrs

2- What does in a TV advertisement (Commercial) appeal you?

- (a) Emotions (b) Moral/Ethical values (c) Information (d) Rationale (e) Don't know

3- How long does the impact of an advertisement last on your mind?

- (a) Few hours (b) One day (c) One week (d) One month (e) More than one month

4- Which aspect of television advertisement is important to you?

- (a) Models (b) Theme (c) Content (d) Gestures (e) others

5- To what extent do you feel or think that some TV advertisements are against our social Norms and Values?

- (a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

6- To what extent in your opinion such advertisements are promoting anti-cultural or anti- social values?

- (a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

7- To what extent in your opinion TV advertisements are influencing cultural and social values negatively?

- (a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

8- To what extent TV advertisements urge you to copy the actions shown in commercials?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

9- To what extent do you think that companies are distorting values of our society through TV advertisements just to promote their business?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

10- To what extent in your opinion TV advertisements are affecting our Islamic traditions?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

11- To what extent a TV advertisement affects or changes your opinion?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

12- Have you watched "Telenor talk shawk" TV advertisement "*Baton baton main ek taar mila, beech gali ki yaar mila*"

(a) Yes (b) No

13- If yes, to what extent the above mentioned TV advertisement ("Telenor talk shawk") in which a boy and a girl meet on a road, is acceptable in our society?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know (f) No response

14- Have you watched TV advertisement of “Omore” ice cream i.e “Ice lolly”, in which a child eats ice cream in a bathroom, sitting on a commode?

(a) Yes (b) No

15- If yes, to what extent do you think that above mentioned TV advertisement (“Omore ice cream”), is against our values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

16- Have you listened the contents of the TV advertisement of a cold drink namely “Sprite, “ *kia app jante hain k girl friend k saamne dosri larkion ko kyse goura jata hy*”?

(a) Yes (b) No

17- If yes, to what extent do you agree that the contents of the TV ad of “sprite” are totally is violation of our social norms?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

18- Have you watched TV advertisement of “Q Mobile E500 Party Phone” in which a male model dances in a party with some girls, on the tone of his cell phone?

(a) Yes (b) No

19- If yes, then how do you think about the culture presented in “Q Mobile E500 Party Phone” advertisement is distorting our social and cultural values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

20- Have you watched TV advertisement of “Colgate” (max fresh), in which a boy throws his breath on the face of a girl?

(a) Yes (b) No

21- If yes, to what extent the above mentioned ad is against our values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

22- To what extent, do you believe, a number of advertisements, telecast on our TV channels are promoting foreign culture, especially Indian culture and values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

23- To what extent do you think that some advertisements are promoting positive values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know

24- To what extent Pakistani Media are fulfilling their responsibility regarding protection and promotion of their own cultural values?

(a) Very Greatly (b) Greatly (c) To some extent (d) Not at all (e) Don't know