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PUBLIC PERCEPTION ABOUT INDIAN T.V DRAMAS



Researcher

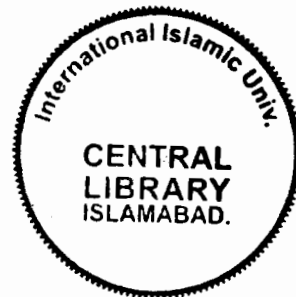
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88-FSS/MSCMC/F09

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Dedication

I dedicate this to my father Khalid Akhter Khokhar who have shown me the different inspirational ways which explored the world to me in a different way , and to my elder brother Nouman Khalid who always remains a support for me in my life. Without whom I may not be here, where I am standing today.

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International Islamic University, Islamabad

Faculty of Social Sciences

Department for Media and Communication Studies

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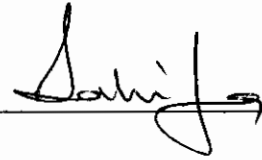
It is certified that we have read this thesis submitted by Miss Sidra Khalid it is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for MSc in Media and Communication studies.

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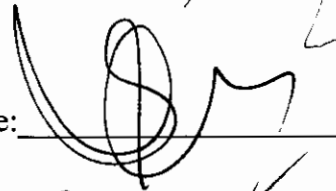
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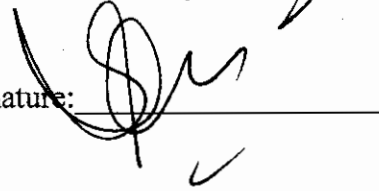
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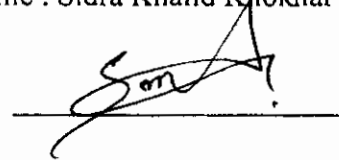
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Declaration

This thesis has been submitted as partial fulfillment of MSC in Media and Communication Studies to the Center for Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.

Name : Sidra Khalid Khokhar

A handwritten signature in black ink, appearing to read 'Sidra', is written over a horizontal line.

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Abstract

The aim of the research was to find out the perception of public in Pakistan about Indian dramas and its effects. Quantitative research was done to explore the results. A survey was conducted using the convenient sampling method. Results shown Due to the existence of cable network people are more aware of what is happening in which part of the world and what are the cultural,, social and religious traditions of different civilizations. Indian media is affecting our society in terms of cultural aspects, social norms and values and religious values. Indian media is invading in our society which has been an alarming situation Study was quantitative in nature and the researcher conducted a survey to check the perception of public regarding Indian dramas. It was analyzed that most of the people do not have positive perception towards Indian dramas. People are not in favor of the effects of Indian dramas especially on our youth. It was hypothesized that people have negative perception about Indian dramas ,this assumption by the results of this research has proven . It was also hypothesized in this research that Pakistani routine language is being negatively suffered because of Indian media result also proven this assumption

Chapter No. 1

INTRODUCTION

Writers have the power to affect the society in different ways and mold the thinking of generations according to their choice. Because writer has the power to observe and portray the values of life according to their own society where they live. Shake spear has been appreciated by the several people of the world regarding drama making, he has been known as the master of the drama's act in theater which not only help the individual of a society to show the different characters belong form their own civilization, it also help them to avoid and cure the problematic situations which can cause them hard effects in long term. So that the most significant person in the society is the writer who have a power to construct or knock down the generations through his point of views.

A drama always represent the characters which are living along with us in Pakistani daily life . These characters are holding the different personalities which are negative and positive too. And those individuals affect Pakistani society and represent the nation as good or evil through their attitudes towards life at front of whole world. When drama show these characters it involve the society to shake their brainpower towards the extreme behaviors of an individual and the choice rather they adopt the superior approach or the lowest which could only knock down its own personality . these steps which prefer the training of every individual is very important because with the combination of various individuals societies born.

The history of drama enlighten that traditionally it is preferably act in the theaters which are open or closed. And it was supposed to perform live before audience at stage. It could not be done

single handily its always supposed to be a join effort of the drama team which combined to complete the production process. With the help of such theater intellectuals prefer to tech the society a thought provoking lesson which may help them in the different time of life. the topics were chosen by the producers by keenly observing the society , things which disturbing the society were preferred to be act at front of audience to avoid them and to adopt the behaviors which can be the progressive for society .till the evolution of drama its only supposed to be a producers of good soul.

As media has been supposed to be the story teller in early days but now it has become the teacher who taught us how to behave in different situations with different people who hold different states of minds because every individual have its own way of thinking and reacting towards different situations. Now media is the source which have make the world as global village through cable network. It's very easy to track what is happening in which part of world and what are the cultural values of different civilizations. By the emerging of the cable network different civilizations have facing the cultural imperialism. Now in today's society people where ever they are living they have their own choice to adopt the values of different cultures by accessing the cable network and internet . now public is nor more remain in the limited hands of intellectuals who bother to flourish their mind in the light of their own experiences and observation with truthfulness .but now viewers are watching different channels of different societies and they adopt the values which attract them . Television is the biggest element to cause the cultural imperialism, it embed one cultural tradition into other.

Due to the fact that cable network has brought world closer, it cause different problems too. Cultural invasion and cultural imperialism is one of them. People always prefer to watch the

programs which hold the language they can understand. Same in the case of sub-continent. People of this area were the believers of different religion and two massive nations were Hindu and Muslim who has lived together for ages so that they have a better understanding about the customs , traditions and language too. And by having the threat about hammering religious identification, leaders have decided to apart them to live according to their religious customs. Now in today's world cable network is doing the same , a threat to hammering religious and cultural values .

It has been observed by the researcher that Indian media is affecting Pakistani religious and social values this study is basically an attempt to find out the ratio of effectiveness of media on youth. How much they have observed and absorbed Indian values through their media .media is very powerful to manipulate the thinking of public. So that when the cultural imperialism has been observed by the intellectual's media is the key element which embeds the different cultural values into others. And when the effects of Indian media on Pakistan will be observed ,the Pakistani society is under stake regarding cultural and social values.

One of the most viewed drama channel of India is star plus in Pakistan. People have keen interest in the star plus drama. The theme of family suspense stories where the fashion and luxurious life and different ways of celebrating their events has been captured the public attention towards them.

The most interesting thing which captured people attention is their glamour with which the Indian media is receiving the massive neighbor audience. This instrument captured the mind and penetrate their culture values along with their different religious and social belief system.

The observation indicated that the most effective audience is children and the youth . Children psychology told us that A child's mind is as empty note pad, it will show only that material which has been written by your hands and the surrounding provided by you and observed by him , it will be saved and never deleted . Therefore when we talk about cultural social and religious values, kids always learn them by the parents and society where they lived . if you write the right is wrong they accept it same with the case if you write that right is right and wrong is wrong they will follow it because they don't know what is right and wrong, it's the parents and society told them the basic principles of life . Here also come the role of media which is now known as the teacher through the on aired

Programs. It is the basic reason that kids are now learning from media . they will follow what they will watch. . same with the case of youth they will follow what is innovative and interesting so in the new age they will use media to get informed what is new in style and trend.

1.2 Problem statement

Study aimed to explore public perception in Pakistan regarding Indian drama. And the change in attitude by observing social practices such as change in language etc.

1.3 Rationale

Researcher wanted to explore that which kind of effects does Indian drama applying on the Pakistani women. And what are the changes which have been brought after viewing such dramas on Pakistani audience. Researcher wanted to draw attention to a very significant issue , she know there are people who realize this but still many don't realize it yet. The problem that we need to discuss here is The Impact of Indian drama, especially Star Plus on Pakistani children

and youth. There is a large percentage of youth and children viewers in Pakistan watching Indian TV channels and dramas at home. It has been observed that they are wiping out their moral character, their faith and innocence. This is the time to realize, revise and remember the reasons that despite living together over thousand years why Muslims and Hindus didn't merge as one nation.

1.4 Objectives

- To find out whether Pakistani values being affected by Indian T.v drama
- Intensity of change in language
- To know about the perception of people regarding Indian T.V dramas

1.5 Hypothesis

H1. People have negative perception about Indian T.v drama

H2. Pakistani routine language is being negatively influenced because of Indian T.V drama

The basic purpose of this study was to find out the influence of Indian on the social and religious values and perception of people about it. Therefore, the researcher was interested in examining whether or not and how far Indian drama is affecting Pakistani people

1.5 Limitations and scope

Electronic media is a vast field and there is no question about the availability of satellite network in all over the world. But this study is purely based on the perspective of Indian media content which is affecting Pakistani audience. The results of this study cannot be generalized as the sample was taken from Islamabad only.

Chapter No. 2

2.1 Literature Review

Akbar Wasim "Impact on muslim society" in his article expressed that western culture influence muslim culture and society hastily through weapons of secularism and materialism and to inject muslim society with these values they use electronic media and press. These waves has attacked as computer internet , cable tv, video cd's and cassetts , newspaper and magazines. In this era this wave can considered as cultural invasion of western countries. As developed countries has done with the process of development so that they want to keep the control on education , industry , economy , cultures and traditions . They want to dominate over the pious Muslim civilization by replacing it with their free society and culture. So, they are demolishing the values and life style of muslims.

Society has been effected by the media in several ways and it also controlled its directions. today's society has a strong effect by the television. The most important thing is to evaluate the effectiveness of media on an average American who has subscribed to cable network and he watched the television over 8 hours a day. And concluded the negative and positive effects of media on him.

Huei Lan Wang (2009) has observed in his study that television programs can manipulate the beliefs of the viewer with great influence, which can become as societal norms in long term. This development can become a problem especially with youth as it can easily take away their most importane ability of thinking and act as an responsible independent. as any authors has describe the media , that it has the ability to change and affect the audience in the way it want, this

problem can lead to the generation of passive media users. In Taiwan, cable television has covered the way for more foreign programs. In effect, this had affected the way in which Taiwanese youth perceive visual media. Based on the study findings, signs of media manipulation are evident among the respondents.

Triandis (1971) thinks that attitude change is said to occur when subject receive new information from other people or media through direct experience with the attitude object, and this forces the subjects to behave in a way different than they used to. Attitude is and idea charged with emotion that predisposes and action to a particular social situation.

Tomlinson (1991) observed that cultural imperialism is a difficult concept that involves how people under stance lived life and how the look at their particular everyday practice. Besides the process of disseminating culture is very complex and economically powerful nation does not necessarily transpose a native culture with its culture. Tomlinson's critical and fresh interpretation of cultural imperialism

Carl hovland (1960) argues that attitude can change through persuasion. He further argues that attitude change should be understood in terms of a tersponse to communication.

(Mcanany and Antonio, 1994). The importance of audience and media relationship has been recognized in the western countries thus the researcher felt the need of addressing the impact of cable television on the audience (women) in Pakistan also.

Yoshii (2001) finally considers how society and culture could change as a whole with increased dissemination of new media, changes in communication and states. As a result of new media as a whole speeding up the flow of information, the world willundergo radical changes such as it has

never before experienced. These changes will, like it or not, transform social organizations, bringing about what business administrators call

'Temporariness'. And the world will shift to a value system that applauds changes. The new media, if used improperly, may not only bring about serious social problems but also give rise to a new rich-poor gap in information between those who know to use the media and those who do not. We need to firmly establish media literacy and media ethics if we are to prevent these problems from arising. Keeping in view the concerns of the above mentioned researches the present research was the first in Pakistan on similar grounds. The results of this study could provide a guideline to the audience how to critically analyze the content of media and keep watch of negative impacts.

Sen (1993) narrates that in today's world with fibre optics and satellites, it is hard to isolate one self from sounds and images from the west but no established and traditional and cultural entity wants to be overwhelmed and dominated by the accoutrements of another alien culture. If the global culture means domination of one over the other or replacing one by the other, then there is less scope of development of a truly global culture which could include interaction, assimilation, exchange of ideas, artistic and scientific cross fertilization.

Shariffadeen (1995) looks at some of the major economic, cultural and social issues faced by developing countries arising from new technology in his study. He concludes that the new communication era should not be perceived as a purely technological phenomenon. Its ultimate impact is social and cultural, although technological advancement is the key enabler. This new era invites a change in social and cultural patterns. At individual level, it raises the importance of mental and intellectual ability. For society at large, it engenders new forms of social

organizations. Economic restriction will result from information intensification in production and delivery of goods

(Anjum ,2007)A majority of the respondents have accepted and are practicing the Indian and western values systems consciously or unconsciously. The heavy viewers' attitudes are cultivated primarily by what they watch on television. It seems that mass media has worked as a socializing agent. Therefore, the study witnessed a clear change in food and eating habits. Western and Indian traditions celebrations are followed more by heavy viewers as compared to light viewers. Their language has been affected. Their socialization patterns are gradually changing as heavy viewers' family and social interaction time is reducing particularly with friends and relatives

2.2 Theoretical Framework

2.2.1 Cultivation Theory

This study has used Cultivation Theory by George Gerbner as a channel in discover the effects.. Basically cultivation theory conclude that intense exposure to mass media namely television creates and cultivates attitudes more consistent with a media conjured version of reality than with what actual reality is. The Cultivation Theory asserts that heavy viewers' attitudes are cultivated primarily by what they watch on television. Gerbner views this television world as "not a window on or reflection of the world, but a world in itself" (McQuail, 1993: 100). Cultivation Theory, in its most basic form, suggests that television is responsible for shaping or 'cultivating' viewers' conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for Pakistani culture as a whole.

Chapter No 3

Research Methodology

3.1 Research Design

Quantitative research was done to explore the results. A survey was conducted using the convenient sampling method.

3.2 Population

Due to the time and budgetary limitations, the total area covered by the study was Islamabad only. Wimmer and Dominick (1993) define population as “A group or a class of subjects, variables, concepts or phenomena.” In the light of the above definition, total population of this study contain on female and male students of selected universities between 18 to 28 years . these universities has been selected by the researcher because the students who studding here are male and female which can give us the perception of both genders about Indian drama and its effects.

3.3 Sample

A sample of 120 was selected. Both males and females were taken as a sample

Pretest

Pretest was done to check the questionnaire. Minor changes were made in the questionnaire after pretest.

3.4 Instrument

In this study, questionnaire was used as instrument to measure perception and attitude of Pakistani people towards Indian drama. Questionnaire was formulated to check whether the Pakistani people have negative perception about the Indian drama. And dose they experience that Pakistani language has also being suffering by these dramas. The questionnaire was based on four general questions , one question was based on the meaning regarding Hindi words by answering them it can be extract that whether these words have some understanding in common television viewer . The rest of questioner was based on twelve statements which were relevant with both hypothesis of the study.

First question was about the time people spending on watching television this question can identify that how much effects being cultivated in there minds by watching television .

Second question was to check the public interest regarding the channels and the content which can make the research more easy to find out the perception of public regarding television content.

Third question was supposed to ask for to get more clear picture of the likes and dislikes of the public regarding drama.

The reason to place forth question in the questioner to find out whether people have any idea about the promotion of culture through media

Next question was to know that whether people have any understanding about the meaning of these Hindi words.

Statement twelve was to dig out the perception of people who agree or disagree to it show that they watch the Indian drama ,reason being that both are analyzing these drama . But the one who agree might not get that much effected because he knows the negative effects of cultural invasion.

The statement thirteen was asked to know what a common person think whether the dramas harming Pakistani culture. The one who agree with it might watch it but he also have know the importance of his / her culture, where the one who disagree with it have less importance towards cultural values

Statement fourteen was to know that whether youth has been observed by the people affected by the Indian content or not

Statement fifteen was to check the patriotism and concern of the public towards the progression of Pakistani cultural by avoiding the cultural wars through media.

Statement sixteen was to check that whether people watch Indian content or not . did they observe that conversation behavior in Pakistan or not . They know n realize that its happening even then they b a part of majority who is using Hindi words as fashion symbol.

Statement seventeen was to get idea that The person who agrees to this statement is just so much influenced that it doesn't bothers him if someone is using Indian language moreover he himself must uses Indian language in his life, that why he cannot question anybody else for using it. Whereas the person who disagrees doesn't like using Indian language or watching Indian dramas or let them overtake Pakistani culture.

The person who agrees with statement eighteen is greatly influenced by Indian culture and has forgotten his basic religious and social values and is losing his personal social identity. Whereas the people who disagree are aware of the fact that they are being influenced but at the core of their heart, they do not want it to happen.

The person who agrees with the statement nineteen is more conscious about his religious values that are why it bothers him if any other religious ceremonies or events influence their religious events. Whereas who disagrees does not have a very strong feeling for religion.

Statement twenty was to indentify the attitude of The person who agrees with the statement shows his loves towards his culture and does not want to lose his cultural identity in the global village and wants to propagate his own culture. On the other hand who disagrees is highly influenced by Indian culture and prioritizes it over its own culture.

Statement twenty one can show The person who watches or do not watches Indian content, if agree to the statement, reason being, the society is so much influenced by Indian content that even if a person dislikes it, the people in his surrounding still use those words.

In response to statement twenty two it was tried to dig out that Indian media depict its social values in such an attractive way that Pakistani audience unconsciously adapts them without realizing that by doing so, their own values will be neglected. Those who agree are ashamed of this fact and want to priorities their own values but fail to do so. On the other hand, those who disagree are blindly following Indian culture and are so blinded because of it that they can not see what harm it is giving to Pakistani own society.

Those who disagree to the statement twenty three do this because they are unaware of the fact and are blinded by the intoxicating hold of Indian dramas and do not realize that they are producing a hybrid of the two different cultures, i.e Indian and Pakistani culture. And those who agree still watch Indian dramas are helpless because the whole society is following Indian culture and they conform what society does in order to ensure that they are also part of the same majority.

3.5 Variables of the Study

3.5.1 Independent Variable

Exposure to Indian drama is independent

3.5.2 Dependant Variables

Public perception

Change in language

3.6 Definition of Variables

- **Conceptual definition of Exposure**

According to Oxford Dictionary (1958) Exposure is defined as, "Lying open to reader an accessible, liable to action or influence."

- **Operational definition**

By exposure to Indian drama, the researcher intend to define the time that public spend on viewing Indian drama. So that it can conclude the kind of “exposure” to the “change in their life patterns”.

- **Conceptual definition of Public perception**

The process by which the nature and meaning of sensory stimuli are recognized and interpreted.

- **Operational definition**

In this study public perception refers to the apprehension or intuitive recognition of the Indian dramas of general public.

- **Conceptual definition for Change in language**

Language is not an abstract construction of the learned, or of dictionary makers, but is something arising out of the work, needs, ties, joys, affections, tastes, of long generations of humanity, and has its bases broad and low, Close to the ground. (Walt Whitman). In this study, it is operationalized as Acceptance of television as the best source of learning languages

- **Operational definition**

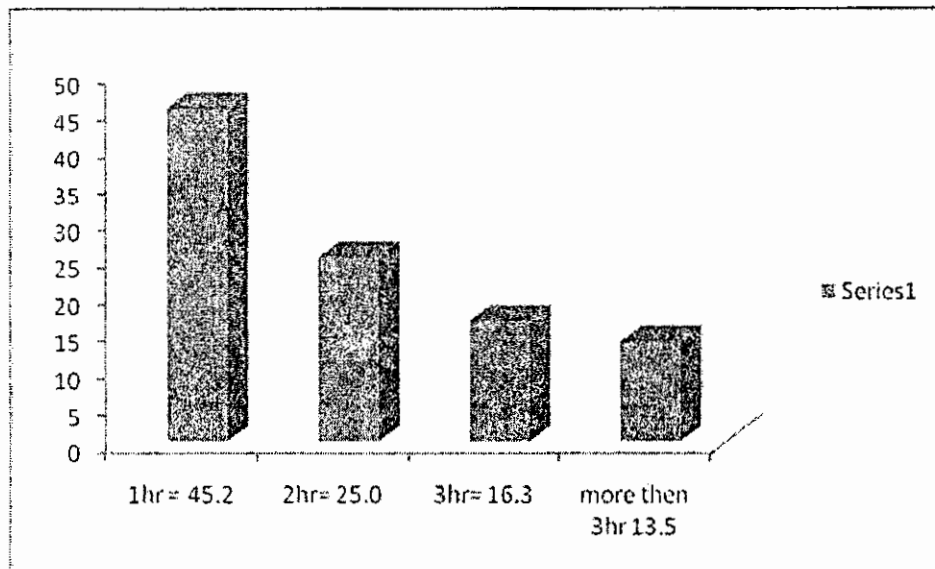
In this study change in language is refers to the acceptance of learning and using Indian language

Chapter No 4

Results

The survey has been conducted among the male and female students of two universities international Islamic university Islamabad (IIUI) and fast university . questioner where the 45.2% students has prefer that they watch television 1 hr per day whereas 25% students watch 2hrs per day 16% watch 3hrs per day and only 13.5% student get more the 3hrs to watch television in one day. So the majority of the students get les time to explore what is happening in the world of media .

4.1 Time spent on watching television



Results showed that the most following channels by the viewers are those which telecast entertainment based shows this variable can indicate what is the attitude of a television viewer while choosing the program which should be watched. 25% of the students have admitted that

they watch the news channels which inform them and remain them up to date with the current situation. 50 % of the students selected the option of entertainment which indicate the positive behavior towards such programs which are supposed to give some relaxed environment 16 % students has selected the option of the sports channels and 8.7 % has the attitude toward other channels which are based on historical series such as national geographic etc.

It has been analyzed by the results that Pakistani people like to watch the Pakistani dramas . 70.2 % people has admitted that they like to watch Pakistani production whereas Indian dramas has only 11.5 % of the viewer ship 13.5% students chose the English drama as their choice and 4.8% said that they like other dramas which they did not specified.

In the cable network era different cultures are trying to promote themselves at front of the world . as a perception of a Pakistani student Pakistani media is promoting its culture at a low scale . Result of the survey has shown that the 17.3 % population agree that Pakistani people are promoting its culture . whereas when we have been asked for the Indian media 74% students said that Indian media is more promoting its culture at front of the world and 8.7 % agreed on the point that English media is promoting more

4.2 categories regarding drama likely hood and cultural promotion

Categories	Pakistani Drama	Indian Drama	English Drama
Drama Likelihood	70.2%	11.5%	13.5%
Cultural Promotion by	17.3%	74.0%	8.7%

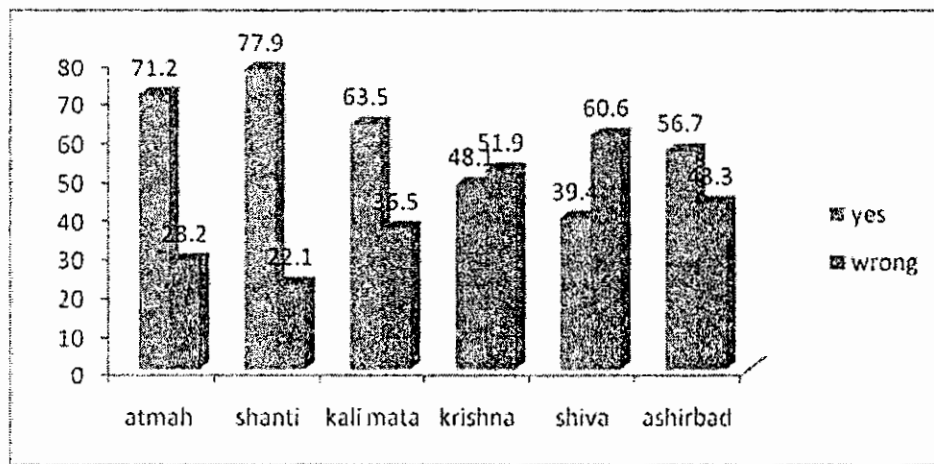
Some Hindi words were posed in the questionnaire to confirm whether people know the meanings of these words.

These Words were atmah , shanty ,Kali mata , krishan shiva and Ashirbad. The response of “Atmah “ a hindi word which mean soul 71.2 % people had answered it right and 28.8% of the population answered it as wrong . it’s a clear change in the society that Pakistani people are getting more understanding toward Hindi words. “shanti” 77.9% people said the the word shanty mean peaceful where are 22.1 % people has answered it wrong.

Kali mata 63.5 students give the right answer about Kali mata and 36.5 were wrong about its meaning Krishna 48.1 % were right and 51.9 are wrong .Shiva 39.4 % students were right and 60.6 % wrong about it .Ashirbad 56.7 % students answer right and 43.3 did not know the right answer.

The result regarding these words gives the clear photograph of how Pakistani people are learning the foreign language through media. There was a time which has been observed by the researcher that one single foreign language word make the Pakistani people confused about its meaning but now these several words have plenty of right answers from the same nation. This is the indication of how media is teaching us about other cultures.

4.3 response of the public about the Hindi words they understand



While the observation of social practice by the people of Pakistan it has been asked in the instrument which was based on the perception based question to get the result of public perception about the effects of the Indian drama . the statement relevant to the cultural invasion has rated in the table which shows that general perception of the public about Indian drama is negative and they accept that due to Indian drama cultural invasion is taking place whereas the next statement which is interlinked with cultural invasion was about culture harming by Indian drama also get the positive response . Public also distinguish that the youth is negatively affected by the Indian drama. The result of the survey also shown that the majority of the people want that Indian television channel should be ban to save the cultural values. Researcher has observed during the study that Pakistani people have start using Hindi words in their conversation and and its also became a fashion in the Pakistani society when the question has been asked from the target sample majority of population has agreed on the point that yes it has become a fashion in Pakistani society because they have observed it as well. The results also explore the concept of the public regarding the statement that religious values are being affected by the Indian drama

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which is in the favor of the statement. By the observation done by the researcher cultural identity is losing its grip by the content showing on the television. greater part of the population has observed this fact that television content is affecting the cultural Identity whereas the rest of the population disagree with it. Due to the reason of the similarities between hindi and urdu people are being learning the hindi language and its effect Pakistani routine language which also has approved by the results . majority of the sample agree with the statement that now people are ignoring the importance of Pakistani social values because of the exposure to Indian dramas The next statement for the observation which is linked with the cultural identity is that we are mixing Pakistani cultural with Indian culture by the open exposure of Indian drama has also been approved according to the result of the survey.

4.4 Statements measuring perception of public

Statements	yes	no
Cultural invasion is taking place in Pakistani society because of Indian drama	89.4 %	3.8 %
Indian drama is harming Pakistani culture	92.3 %	2.9 %
Pakistani youth is negatively affected by Indian dramas	82.7 %	3.8 %
It is appropriate to ban Indian TV channels in Pakistan	75 %	6.7 %
using Hindi words in Pakistani conversation has become fashion in Pakistan	63.5 %	12.5 %
Pakistani religious values are being affected by the content shown in Indian dramas	79.8 %	7.7 %
We are losing Pakistani cultural identity because of over exposure to Indian dramas.	79.8 %	7.7 %
Indian dramas are affecting Pakistani routine language	78.8 %	2.9 %
we are not giving importance to Pakistani social values because of exposure to Indian dramas.	64.4 %	12.5 %
We are mixing Pakistani culture with Indian culture because of open exposure to Indian dramas	82.7 %	5.8 %

While the observation on different practices done by the people of Pakistan it also has been observed that some Pakistani people like when their youngest siblings call them didi which mean elder sister in Hindi word . 29.8% people agree with the point that they don't mind if someone call his / her elder sister as didi . whereas 47.1 part of the population disagree with it .which is indicating that people are slightly moving toward Hindi traditions. As the slightly change is occurring in the attitude and behavior of the people regarding cultural practices , religious values have been also shatter by the Indian drama being a Muslim it's a religious practice that Muslim start their conversation with salaam when this question has been asked by the different people 95.2 % of the people like to do start their conversation with salaam but 1 % of the population said that they don't mind if someone start it with namsatay instead of salaam. which also indicate that attitude towards religious practices has been effecting by the Indian drama.

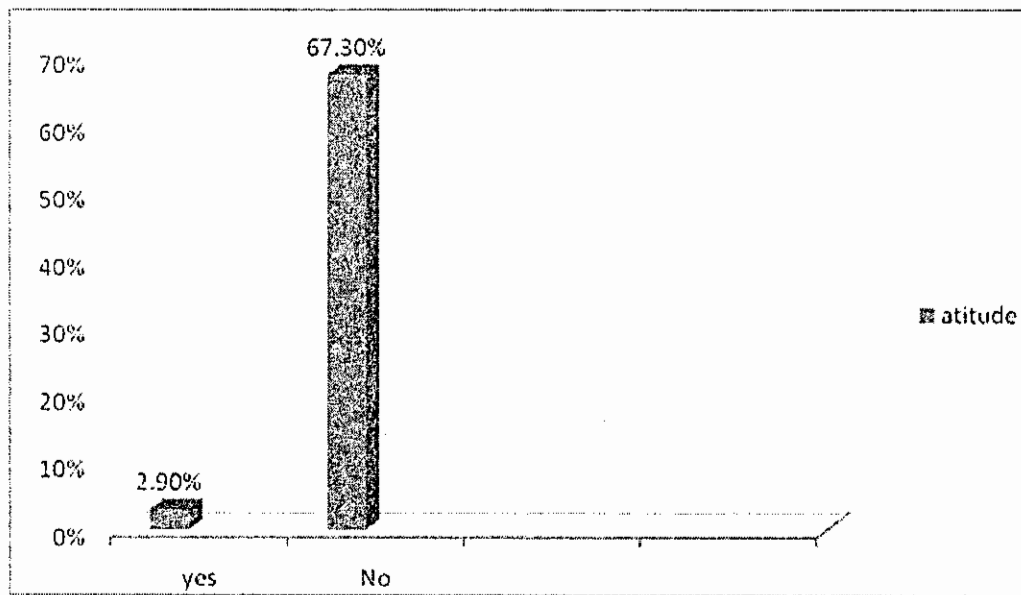
4.5 Statements measuring attitude of public

Statement	Yes	No
I don't mind if someone call his/ her elder sister didi	29.8 %	47.7 %
there is no wrong if someone says namastay instead of salaam to start conversation	1.0 %	95.2 %

4.6 Statements measuring attitude of public

Attitude		
Total number of respondent	Response	
104	Yes	2.90 %
	No	67.3%

4.7 graph of attitude of public



HYPOTHESIS TESTING:

Hypothesis # 1. People have negative perception about Indian T.V drama

Eight questions were asked to respondents to verify that whether the first hypothesis is proving or not. The response was checked through Likert scale. Respondents have the maximum response against Indian dramas. 1. which shows that it has been proven that people have negative perception about the Indian drama. They feel that because of these dramas cultural invasion is taking place in Pakistani society.

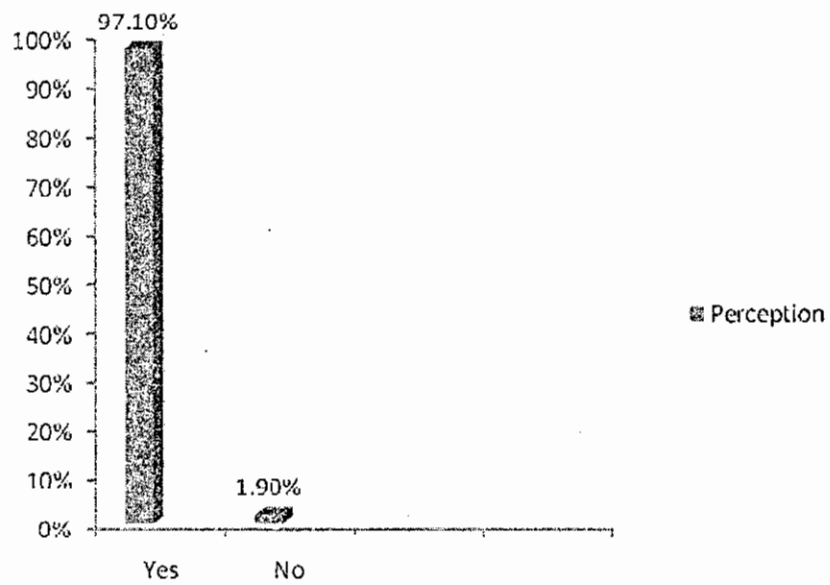
Table # 4.8

Statements	yes	no
Cultural invasion is taking place in Pakistani society because of Indian drama	89.4 %	3.8 %
Indian drama is harming Pakistani culture	92.3 %	2.9 %
Pakistani youth is negatively affected by Indian dramas	82.7 %	3.8 %
It is appropriate to ban Indian TV channels in Pakistan	75 %	6.7 %
Pakistani religious values are being affected by the content shown in Indian dramas	79.8 %	7.7 %
We are losing Pakistani cultural identity because of over exposure to Indian dramas.	79.8 %	7.7 %
we are not giving importance to Pakistani social values because of exposure to Indian dramas.	64.4 %	12.5 %
We are mixing Pakistani culture with Indian culture because of open exposure to Indian dramas	82.7 %	5.8 %

4.9 tables showing the perception of public

Perception		
Total number of respondent	Response	
104	yes	97.1 %
	no	1.9%

4.10 Graph showing perception of public



Hypothesis # 2 Pakistani routine language is being negatively affected because of Indian T.V drama

Two questions were asked to respondents to verify that whether the second hypothesis is established or not. The response was checked through Likert scale. Respondents have the maximum response in the favor to the hypothesis 2. Which illustrate that it has been agreed that Pakistani routine language is being negatively suffered because of Indian drama. Graph also show that people have understanding about the Hindi words which also proved that hypothesis 2 is also proven

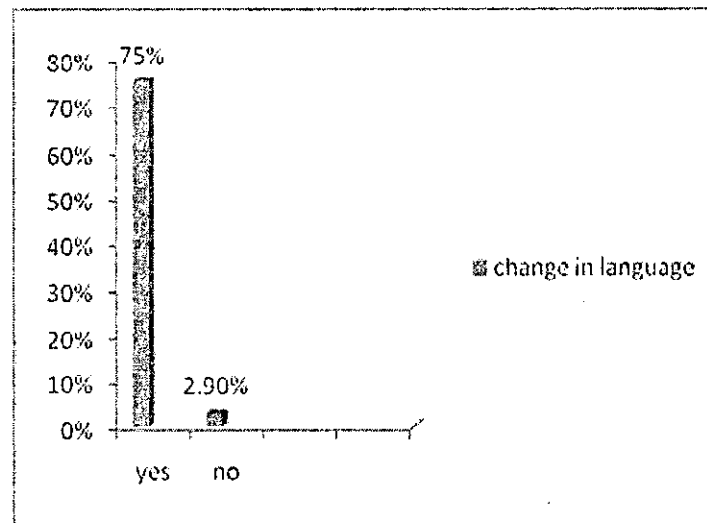
4.11 statements showing change in language

Statements	yes	no
using Hindi words in Pakistani conversation has become fashion in Pakistan	63.5 %	12.5 %
Indian dramas are affecting Pakistani routine language	78.8 %	2.9 %

4.12 table showing change in language

Change in language		
Total number of respondent	Response	
104	Yes	75 %
	No	2.9%

4.13 graph showing response of change in language 2



Chapter No 5

Discussion and Conclusion

Results of the study show that majority of the total population like to watch Pakistani drama on Pakistani channels, whereas it has been generally observed during the survey that people just avoid to admit that they watch Indian drama. Because it's a general perception created by the media and intellectuals of Pakistan that Indian drama is not an up to the mark production. For the matter of fact people consider that it will give a bad impression about their personality in front of others if they get to know about their choice.

It's a common observation that the cultural invasion is taking place in Pakistan due to cable network. Kids and women are supposed to remain at home so they spend their free time in watching television and for them television has become a teacher now a days. The observation made by Albert Bandura while discussing Social Learning Theory. According to him, learning occurs when the observer perceives events or behavior in television and he/she feels competent in performing them. Actions of the characters in cable television dramas have served as a model for respondents to imitate. Whereas on Geo television on 30th June 2011 a program was aired "AJ Kamran Khan Kay Sath" where he discussed how people are affected by the Indian media. In that program he mentioned that in Pakistan 27,500,000 cable viewers entertain themselves through satellite network. and 2,475,000 which is 9% of the population watch Star Plus (Indian drama channel) daily. In the year 2010 during Ramzan ul Mubarak which is a holy month for Muslims. From 6pm -12am 11% of Pakistani population watched Star Plus which is 3,025,000 and after noon till 5 pm its viewership reached at 74% of population. And in relation to this study it also has proved that Indian drama is harming Pakistani religious and cultural values.

This is the time to think about the how to change the policy of making programs to show on-air. To show Pakistani people the right path towards the cultural social and religious values with the help of intellectuals and policy makers. This can avoid cultural invasion and can establish the identity of Pakistani customs and religions in the eye of world.

Data revealed that people have negative perception about Indian dramas and they are also not in favor of negative effects on Pakistani routine language. But the alarming situation here is the exposure to these dramas which is not being avoided. In most of the homes Indian dramas are being watched and intentionally or unintentionally Pakistani youth is becoming the victim of this cultural invasion.

It is also a general observation that Media in Pakistan itself is suffering and it is moving away from our cultural identity because of the competition. There are very few programs on Pakistani TV channels which are representing Pakistani real cultural and religious values. It is the need of the hour to minimize the exposure of Indian dramas and if we have to beat them then it should be in a very constructive way. They are promoting their culture we should also strictly observe Pakistani culture. Hypothesis 1 was about negative perception of people regarding Indian dramas which stands proven because majority of the respondents showed negative attitude towards Indian dramas. Hypothesis 2 was on the change in routine language is also proven as there is a change in Pakistani routine language which is observable. People use Hindi words consciously or unconsciously. In future studies all these negative effects of Indian dramas can be explored more extensively.

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PUBLIC PERCEPTION ABOUT INDIAN DRAMAS

Age _____ Sex: _____

1. How much time you spend on watching television

up to 1 hrs 2 hrs
3hrs More than three hours

2. What kind of channel do you watch?

News Entertainment
Sports Any other _____ (Please specify)

3. Which drama you like more

Pakistani Indian
English Any other _____ (Please specify)

4. Which media is more promoting its culture?

Pakistani Indian English

5. What these words stand for:

- Atmah _____
- Shanti _____
- Kali Mata _____
- Krishna _____
- Shiva _____
- Ashirbad _____

Statements	Strongly agree	agree	neutral	disagree	Strongly disagree
Cultural invasion is taking place in Pakistani society because of Indian drama					
Indian drama is harming Pakistani culture					
Pakistani youth is negatively affected by Indian dramas					
It is appropriate to ban Indian TV channels in Pakistan					
using Hindi words in Pakistani conversation has become fashion in Pakistan					
I don't mind if some one call his/ her elder sister didi					
there is no wrong if someone says namastay instead of salaam to start conversation					
Pakistani religious values are being affected by the content shown in Indian dramas					
We are losing Pakistani cultural identity because of over exposure to Indian dramas.					
Indian dramas are affecting Pakistani routine language					
we are not giving importance to Pakistani social values because of exposure to Indian dramas.					
We are mixing Pakistani culture with Indian culture because of open exposure to Indian dramas					

