EFFECTS OF CABLE TV SOAP OPERAS ON WOMEN VIEWERS IN ISLAMABAD

THESIS

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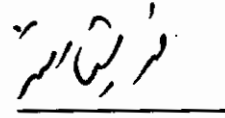### Department of Media an Communication Studies

FINAL APPROVAL

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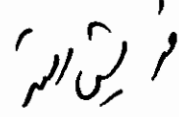**Internal Examiner**
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is qualified to submit the thesis according to the prescribed format for the degree of Ms in

media and communication studies.

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Supervisor

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ABSTRACT

The study explored the "effects of cable TV soap operas on female viewers in Islamabad." through survey by using questionnaire as a tool for data collection. The major hypothesis was "greater the exposure to cable TV's soap operas--- greater may be the effect on women viewers." As compared to light viewers; heavy viewers have greater effect on their cultural practices. Statistical procedure was used to analyze the data and to present results. Three hundred women who watched cable TV for at least two years were selected for filling up the questionnaire. The study analyzed the respondent's level of viewing and preferred soaps operas through survey. The results of the study, confirm the impact of soap operas on women who are adopting the character, culture and lifestyle of Indian women. The variables and hypothesis testing were analyzed through univariate frequency distribution and correlation statistical procedure. The findings show that the big part of heavy viewers of Indian soap operas were aged 31 to 45. They had cable connection for more than three years, considering it the main source of entertainment. Chi-square test was also used to examine the hypotheses.

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CHAPTER 1

INTRODUCTION

Television is a tremendous source which provides us a disclosure to the world and put strong social and cultural impacts upon society through its messages. Marshall McLuhan says that "the medium is the message" because it entertains, motivates and educates people. Media theorist Joshua Meyrowitz (2001) argues that Television raises an overall consciousness of its audience. It keeps us inform about current events occurring in the world and it increases awareness among its audiences.

Since late 1940s, many researches analyzed the effects of TV on behavior. TV was considered as a source of entertainment and being watched by all age groups, including infants, adults, women, and old ones. Today world has been closely bound with a wide network of cable TV and many people blame cable TV for incursion of their privacy. They realize that media is a reflection of the society which has tremendous effects on their lives. TV shapes one's behavior and appears as a force of revolution and source of education. Its programs provide a great service to the public and encourage a healthy lifestyle. It demonstrates many things which are understandable for illiterate people too. It has become a most important part of leisure time. Minow (2002) finds out, "TV is invented to entertain public, but it mainly serves as a mindless occupation and time filler." He also relates the daytime television programming as "vast wasteland."

Multi-channels through cable have given TV another big rise in the world which has become a considerable social phenomenon. Though not yet investigated, TV viewing in Pakistan is, generally believed to generate social forces of undeniable influence of cable

channels. Majority of people turn towards it for entertainment programs like dramas, music and comedy which presents a new look of healthy lifestyle and pleasure to them.

Johnson (2002) suggests that outcomes of cable TV can be positive or negative which depends upon the selection of channels or programs. Ahtesham, Z. T. (1998) analyses that TV audience think TV is the device for just entertainment. The question is that where our norms have gone, which our national channel use to highlight through various programs like Fifty Fifty, tot batot, Show time, Studio2, Moeen Akhtar Show, Neelam Gher, Zia Mohaee ud Din Show etc. Where are Dramas that PTV used to telecast in the past like Tabeer, Aakhri Chatan, Waaris, An kahi, Tanhaaiyaan, Samundar, Totaa kahani, fehmeeda ki kahani ustaani farhat ki zabaani etc. These programs were for whole family, costumes and scripts were not offensive or bad by any means, the entire family used to get pleasure and there was intelligible lesson for audience about our religious, social and cultural norms in a very hygienic humorous style.

Ecessivex viewing of TV is also decreasing the thinking level of people. Joshua Meyrowitz (2001) assesses that television also plays an important role about the women issues. But generally women are captured by the emotionally constructed programs and do not understand its real messages. Majority of Women like to watch music, drama, movies, comedy, morning and cooking shows. Out of these programs soap operas have become the most favorite entertainment program for women. Especially they are very much attracted towards the glamorized soap operas telecasted on Hindi channels. These soap operas are represented by Indian actors, producers, and authors these soap operas have so many episodes which are telecasted daily or thrice in a week on Star plus, Sony, star one etc. That's why woman are becoming the victim of many unforeseen effects of these soap

operas by watching different life styles than Pakistani culture and norms because Indian and Pakistani culture is very different. As a result they unconsciously started adopting different norms and values from soap operas without knowing its effects.

Abercrombie (1996) argues that the soap operas mainly focus on the lifestyle and issues of women and their story based on emotional family or marital matters, in soap operas strong female characters are dealing and facing many problems. Excessive viewing of different cultural norms, the whole life style of women started to be affected e.g. language dressing, walking and talking style may be changed. Women become more familiar with Indian civilization and their sacred events. By viewing these soap operas, a woman knows well about many Indian religious events. Being captured in the cable cage of Indian soap operas she memorizes the names of soap operas, their transmitting timings and their characters names. In this way our ethical values are changing.

Significance of the Study

Soap operas are affecting our traditional and cultural standards and these effects are evident on our eating habits, dressing, marriage customs and religion. So these cultural effects are being studied for assessing the positive or negative impacts. The main component of family unit is a woman who plays a vital role in building the new generation on healthier and stronger foundations. The study has great significance for Pakistani women, who are responsible to build the future of new generation according to their own culture and family norms. They must have very clear mind and must free from external influences especially from Cable TV's soap operas.

Women are more responsible and comparatively more independent in household matters. If they adopt many external influences especially through soap operas, their family can suffer. So this study was planned to analyze the effects which are changing the lifestyle and way of thinking and behaving of women.

Statement of the Problem

Cable television is an economical and available source of entertainment, to the large audience, at least in Islamabad provides range of channels, may have effects. Therefore study had observed these effects in the light of the amount of disclosure.

This study is planned to measure the effects of Indian soap operas on women who belong to Islamabad and viewing cable television for a minimum period of two years. This study explored the influence of these soap operas on the lives of female viewers. The main purpose is to examine *whether or not and how far soap operas are affecting the lifestyle of women in Islamabad* in terms of the following factors: e.g. language, attire, traditions/custom, religion, food.

Objectives

i. Finding out association among viewing of soap operas and reform in cultural practices;

ii. Exploring relationship b/w viewing of soap operas & affects on family tradition & norms;

iii. Examine association between watching soap operas & its effects on life style of females;

iv. Examine connection between watching soap operas and its effect on religion;

v. Examine the relationship between viewing of soap operas and adaptation of foreign language;

Research Question

Whether or to what extent soap operas are affecting the lifestyle of Pakistani women?

HYPOTHESES

Hypothesis: 1

Heavy viewers of Indian soap operas practice higher degree of effects on their *cultural practices* than the light viewers

Sub-Hypotheses

Sub Hypothesis: 1-a

Heavy viewers of Indian soap operas practice a higher degree of change in their *family traditions* than the light viewers

Sub Hypothesis: 1-b

Heavy viewers of Indian soap operas tend to adopt characters' *appearance and style* than the light viewers

Sub Hypothesis: 1-c

Heavy viewers of Indian soap operas tend to adopt many Hindi words in their speech than the light viewers

Sub Hypothesis: 1-d

Heavy viewers of Indian soap operas show a higher degree of acceptance in *Indian attires and jewelry* than the light viewers.

Sub Hypothesis: I-e

Heavy viewers of Indian soap operas practice higher degree of effect on their *eating habits* than the light viewers

Hypothesis: 2

Heavy viewers of Indian soap operas experience higher degree of effect on their *religious practices* than the light viewers.

CHAPTER 2

LITERATURE REVIEW

McCann and Antonio (1994) explores that foreign television has cultural influence in the region which is transmitting popular culture among audience. James (1993) concludes that technology is not neutral and it can be good or bad depending on its use. Herzog (1987) reports the three basic reasons for engagement in soap operas because these provide emotional relief, fantasy fulfillment and aspiration for knowledge and guidance. Eashwer, (1994) describes the effects of cable TV on women that impel them to the world of fantasy and promotes aggressive behavior in them. Sen (1993) claims that the global culture is not truly rising due to the prevalence of American culture which is being transmitted through cable TV. The statistics investigates that the people of third world are shifting towards foreign culture rather than their own culture like music, art, language and traditions. American pop culture is dominating the culture of urban areas and the elite of the third world countries. Babi (1990) acquires that television's contents stimulate changes in youth who have favorable attitude towards a variety of elements of foreign culture like how they dress up, eat, think, and talk.

Abercrombie (1996) describes that, "soap world is a woman's world"; which presents household prospects, sentiments of womanly characters, with a strong feelings and troubles." Crawly and Page (2001) assess that the satellite television channels are introducing a new sort of lingua franca by amalgamation of two different languages which is known as Hinglish. It is a combination of English and Hindi words and nowadays become very common in India. Davidson A.M. (2004) explains that the parents who watch television excessively, and also provide separate TV sets to their kids for amusement,

increase the possibility that their kids will also become heavy TV viewers. Cable television primarily offers greater range of programs, because of commercial and economical aspects of cable channels. Nielson and Johnson (2002) point out some harmful effects of TV that average audience spend nine years for watching TV out of their whole life which definitely develop acceptance of other culture and norms in the them instead of just being entertained for a long time. He also points out that one cause of the obesity is also sitting motionless in front of television. Billson (1961) winds up that television is affecting the reading habit and changing the routine of viewers. Shulman(1973) reveals that television is the only source and as being a "pervasive, accessable and ubiquitous" medium, is developing acceptance of forign language and behavior in other socities.

Robinson and Martin (2006) conclude that unsuccessfull and unsatisfied people people spend greater time for watching TV than the success ful and satisfied people. Robinson (2008) also comments that TV viewing gives only temporary pleasure after that it may cause many negative effects. Hues Mann (2000) analyzes that those children who watch violence on TV, become more violent and behave aggressively. Freedman concludes that "the scientific evidence simply does not show that watching violence either produces violence in people, or desensitizes them to it." Shariffadin (1995) argues that new technological advancement has definitive impact on culture. Sinebare (1997) analyzed that many people have no clear information about their culture and history. So that they easily adopt foreign culture and trapped by the media messages which contain many economic means by the advertisers.

Elsmere and John (1997) point out that there is fragile connection between disclosure to alien TV programs and audience's awareness. They claim that heavy viewing

of foreign TV increases knowledge among audience about the purchase of foreign commodities. Hagiwara (1999) finds out that there is inconsistency between the audience culture and global TV which shows different values, norms and lifestyles. The cultural imperialism theory has fatal impacts on third world cultures. Fatima (2000) concludes that Indian channels are becoming more popular in Pakistan than local channels especially PTV and these channels are gradually influencing the culture and norms of large audience. The study assesses that "it might be difficult to invade a new concept or diffuse new traditions in a society, but a systemic and regular propaganda can bring change in thoughts and beliefs of the public". Ali (2001) analyzes that foreign cultural ethics are influencing the cultural and religious values of societies. Viewers' life style, language, food, dressing is being influenced by foreign channels. These channels are mixing the eastern and western cultures which promotes a new shape of culture, "universal culture"

Saleem (1995) concludes that the sacred beliefs, ethics and cultural norms of viewers are influenced by the satellite channels. Now many of them think that our religion is conventional religion. Now they started believing that western values are flexible and easy to adopt. Butt (2005) finds out that Indian soap operas presented on star plus are projecting Indian culture and religion. These soap operas show many religious festivals and promote Indian culture extensively. Viewers of these soap operas become aware of the Hindu's gods and goddesses names, religious words and religious background. Although some religious scenes may be the demand of the scene but many unnecessary events are deliberately projected in these soap operas.

Shahbaz (2004) concludes that soap operas of Star Plus are affecting our generation's values and ideals. There is a prominent change in their routine conversation,

life style, and communal deeds. These soap operas are also promoting liberal culture of high societies with the blend of western culture. Tariq (2004) evaluates that Indian movies present many eye-catchy marriage customs with stylish dressing, colorful makeup and precious jewelry. Now on marriage ceremonies, Indian costumes, jewelry and makeup is preferred. People also like Indian music and dances in these functions. Strasburber et. al. (2002) finds out that excessive viewing of TV have many effects on child's growth. They remain unable to differentiate reality and fantasy. They pay a smaller amount of time for home work and pastimes. Late-night TV viewing causes tiredness at day and pitiable performance in studies. It also increases chubbiness.

Shahbaz (2002) confirms that soap operas of star plus are not only influencing Pakistani culture and youth but also their own audiences. And their storylines are highly criticized in India too. Anjlee, Loona, and Towhid (2006) also analyzed that Stare Plus is portraying a highly advance culture which is not pure as Indian culture is. This is also an irritating factor in Indian too. Malik, (2003) concludes that cable TV is the biggest source of disseminating Indian culture in Pakistan. Lundberg (1958) also confirms that TV's audience is entertainment seeker and prefers to watch entertaining programs. Rahim (1994) concludes that common people watch TV nearly 6 hours per day. Out of them women viewers watch entertaining programs. And these viewers prefer cable channels for entertainment programs. Jasmine (1987) finds out that exposure to cable television and change in lifestyle of viewers is interrelated.

Qurat-ul-Ain (1998) analyzed that foreign culture is not only invaded through cable channels but also our local channels especially Ptv's entertaining programs are representing many foreign cultural traits which has greater impact on our youth. Rabia (1998) concluded

that dramas of STN creating class difference among its audiences. This is indulging materialistic approach rather than realistic approach among them. Ahtesham (1998) proved that marriage ceremonies in PTV dramas are not truly portrayed in accordance with our customs and religion. Noreen (1995) concluded that the popularity of PTV is decreasing due to the invasion of satellite channels. People enjoy the programs of Indian and western channels which are highly constructed and up to mark than PTV's programs. Sheikh (2007) finds out that satellite channels are changing the whole lifestyle of people.

CHAPTER 3

THEORETICAL FRAMEWORK

Application of Cultivation Theory

For this study, 'Cultivation Theory by George Gerbner' is applied to investigate the effects on heavy and light women viewers of Indian soap operas. It explores that heavy exposure to soap operas generates many diminutive, long-lasting and gradual effects on its audience. He describes that continuous disclosure of television shapes the views of audience. As a result cultural norms and values are affected. He also defines that media shape the outlook and morals of existing culture. Gerbner explains that Americans consider TV as a cultural guide because it provides maximum information about the social life. The main theme of the theory is to compare heavy and light viewers who have different opinions about social realities. Heavy viewers are often more influenced by the media messages.

This study also supports the basic theme of this theory that heavy viewers have greater influence regarding their manifestation, lifestyle, behavior and cultural practice. The basic idea of cultivation theory is supported by this study that heavy viewers of soap operas have espoused Indian norms and values. This theory advocates that soap operas highly affect its viewer's values and beliefs system. The Cultivation Theory asserts that television as being a socializing agent effects on the behavior or attitude of people and shaping their opinions and views. Heavy viewers are reluctant to contrast between media reality and actual reality. The results of the study assess apparent changes in the living style, eating routine, dressing style, conversational style, religious tendency and practice of many Indian norms in marriages by heavy viewers.

OPERATIONAL DEFINITIONS

Major concepts used in the study are operationalized below:

Cable Television

For this study, Cable TV is being considered as Indian channels which are telecasting Indian soap operas and being watched by women viewers of Islamabad.

Soap Operas

Soap operas are the serial which have more then fifty episodes and presents the family's conflicts, love affairs, break ups and marital issues in galmourized and sensational way to hold its audience. For this study, soap operas are those serials which are being transmitted by Indian channels and popular among the female audience of Islamabad.

Exposure

Exposure means: "Lying open to reader an accessible, liable to action or influence." Exposure to Indian soap operas that how much amount of time women allocate towards viewing cable television' soap operas e.g. heavy viewers spend more than twelve hours, and light viewers spend less than seven hours per week.

Effects

The meaning of effect is not easy to define because it is very vast term. Simply we can define it as "a change in actions", "ability to influence", and the "ability to achieve". Effects can be categorized into cultural effects, socio-economic effects, psycological and physiological effects. This study analyze the cultural effects including outfits, family traditions, language, food and religion.

Outfit

Women wear Shalwar Kamiz and Chaddar casually. They wear Sari, lehnga, kurta, pajama, ghagra, skirt, jeans, maxi, frock and long shirts with trousers on various occasions. In this study, Indian costumes or outfits are discussed which inspire Pakistani women.

Language

Hindi and Urdu language are alike and easy to comprehend for the audience of both countries. People prefer to watch many Indian programs through cable. According to this study Hindi language through soap operas is affecting the language of Pakistani women. They frequently use many Hindi words in their routine conversation.

Traditions

Pakistani culture is very enrich if practice in its true sense, its citizens show generosity and kindness to others. Joint family system is favorable here. Here the study defines traditions as Indian customs and festivals i.e. Holly, Dewali, Garwa jhodh, Rakhi, Rangoli, Raksha Bandhan etc. which are practiced by the female viewers of Indian soap operas. Women are also following many Indian norms and customs in marriages ceremonies.

Religion

Indian soap operas are giving unnecessary coverage to Indian religion. Female viewers of Pakistan are aware of many Indian gods and goodies names. This study assesses the effects on religious tendency of heavy and light audience.

Light and Heavy Viewer

For this study, Viewers are divided into two categories:

Light viewers are those who watch Indian soap operas less than four hours per week and heavy viewers are those who watch these soaps more than eight hours per week.

Variables of the Study

Two main variables have been selected for this study.

"Exposure to Hindi Soap Operas" (independent variable)

"Cultural Effect on the lives of women" (dependent variable)

CHAPTER 4

METHODOLOGY

Survey

"Survey is a statistical research method involving the use of questionnaires to gather data about people and their thoughts and behaviors". Survey technique was applied to collect data from female viewers. A questionnaire was filled up by the respondents to get the required information. Nominal, ordinal and interval scales were used in making queries.

Population

Female viewers residing in Islamabad were the population of this study. As the main target of soap operas, female were selected on the basis of their age, education, economic status, marital status, working and householders for survey.

Sampling

Various sampling techniques are used for data collection which is the subset of selected population. It was not feasible to approach the total population due to budgetary and time limitation. Therefore sampling technique was applied to collect data. For the selection of respondents, non-probability convenience sampling technique was applied.

Convenience Sampling

Convenience Sampling is a readily available subset of the population. The survey was conducted through telephonic or direct meeting with the respondents. The impact convenience sample ensures that results are more representative of the population.

Sampling Size

Sampling size is the quantity of respondents who are selected for survey. PEMRA estimated forty thousand cable television subscribers and more than seventy thousand

viewers in Islamabad. One third sampling size of respondents was taken out of thirty thousand women viewers. So the total sampling size was 300. And the population of this study was divided in to three categories; elite class residing in F sectors, middle class residing in G sectors and the lower middle class residing in I sectors although population of each sector having all level of financial status and each of these category included the working women, house holds, and college/university students.

Unit of Analysis

The unit of analysis of this study was all women residing in Islamabad and watching Indian soap operas for minimum period of two years.

Data Collection

In this research, questionnaire has been selected as a tool for data collection. More than thirty queries were prepared to assess the effect on culture.

Scale

Three point Likert scale was chosen to obtain the opinion of respondents.

Agree 1   Don't know 2   Disagree 3

Pilot Study for Reliability Measure

At first, pilot study was conducted to pre-tested questionnaire then certain shortcomings in the instrument were removed and modified before finalizing it.

Data Collection and Field Experiences

After a detailed evaluation of the instrument for data collection, questionnaires were filled up by females of different age group with socio-economic status from non-randomly

selected sectors. This process was accomplished from August 2010 to December 2010).

English language was used in formulating the questionnaire.

Processing Data

SPSS "The Statistical Package for Social Science" was applied to process the collected data which show results in the form of charts, tables, and graphs. The draft of thesis was composed in MS Word.

CHAPTER 5

DATA ANALYSIS (FINDINGS)

UNIVARIATE FREQUENCY DISTRIBUTION

The study presented the data, according to the respondents preferred channels, kinds of programs, duration & preferred time of watching Indian soap operas, reasons for watching Soap Operas. It examines the connection above mentioned features and degree of exposure. That's why a descriptive analysis was applied in percentage through pie charts and graphs. A total of 300 respondents out of all women population of Islamabad filled up the questionnaire. According to various studies, it is proved that Women have tendency to accept influences on their culture.

Complexion of Data

Age

Out of the sample of 300, 116, (38.7%) respondents are the ages of 31 to 45 followed by (up to30).

Table 1

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Up to 30	94	31.3	31.3	31.3
	31 o 45	116	38.7	38.7	70.0
	more than 45	90	30.0	30.0	100.0
	Total	300	100.0	100.0	

Marital Status

128, (42.7%) respondents were married, (38 %) were single whereas (19.3%) were either

divorcees or widowers.

Table 2

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Married	128	42.7	42.7	42.7
	Single	114	38.0	38.0	80.7
	others	58	19.3	19.3	100.0
	Total	300	100.0	100.0	

Economic Status

155, (51.7%) respondents were household women who only handle household matters

whereas (28.7%) were employed and (19.7%) were students.

Table 3

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Household	155	51.7	51.7	51.7
	Employee	86	28.7	28.7	80.3
	Student	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

Period of Having Cable Television Connection

Table shows that (70.3%) respondents have cable Television facility for more than three

years, (19.7%) of respondents watching cable television for three years and only (10.7%)

have cable connection for up to 2 years.

Table 4

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	up to 2 yrs	32	10.7	10.7	10.7
	3 yrs	57	19.0	19.0	29.7
	more than 3 yrs	211	70.3	70.3	100.0
	Total	300	100.0	100.0	

Level of Exposure

Finding-1; Result shows that 248 (82%), out of 300 respondents, view TV for at least 12 hours in a week. Only 16 (5.3 %) viewers watch cable TV for up to 6 hours per week.

Table 5

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Upto6hrs	16	5.3	5.3	5.3
	7to12hrs	36	12.0	12.0	17.3
	morethan12hrs	248	82.7	82.7	100.0
	Total	300	100.0	100.0	

Reason for Watching Cable Television

Finding-2: 234 (78%) respondents choose entertainment programs followed by education 20 (6.7%), politics 29, (9.7%) and others.

Channel Preferences

Fiding-3: Results show that out of 300 respondents 132, (44%) preferred to watch Star plus followed by Sony 63, (21%) and Hum TV is the preference of (17.7%) respondents.

Table 6

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Star Plus	132	44.0	44.0	44.0
	Sony	63	21.0	21.0	65.0
	Star One	7	2.3	2.3	67.3
	Geo Ent	19	6.3	6.3	73.7
	ARY digi	26	8.7	8.7	82.3
	Hum TV	53	17.7	17.7	100.0
	Total	300	100.0	100.0	

Channel preference
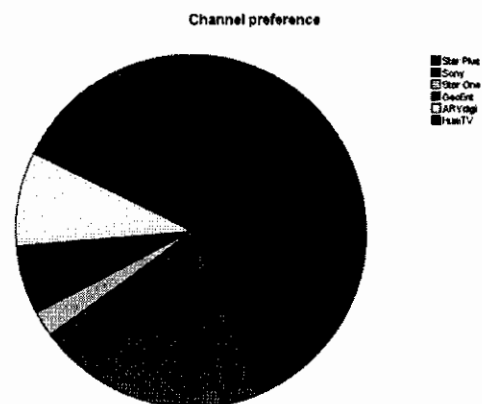
Preferred Programs

Finding-4: The Result shows that (52%) respondents' favorite program is soap opera followed by 88 (29.3%) movies, 30 (10%) music and 26 (8.7) news.

Table 7

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	soap operas	156	52.0	52.0	52.0
	News	26	8.7	8.7	60.7
	Movies	88	29.3	29.3	90.0
	Music	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

prefered programs
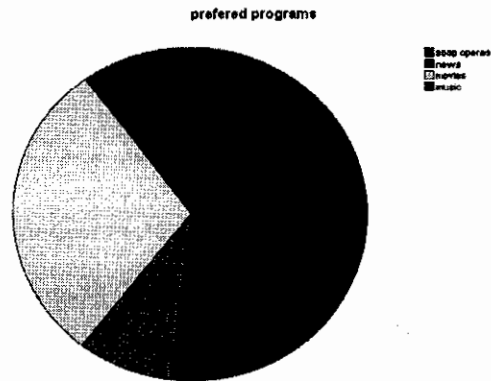
Inclination for Watching Indian Soap Operas

Finding-5: Result indicates that 213 (71%) respondents watch Indian soap operas often, 56, (18.7%) sometimes, 17, (5.7%) rarely, and 14, (4.7%) never watch Indian SO.

Table 8

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Oftenly	213	71.0	71.0	71.0
	sometimes	56	18.7	18.7	89.7
	Rarely	17	5.7	5.7	95.3
	Never	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

prferrence of Soap Operas
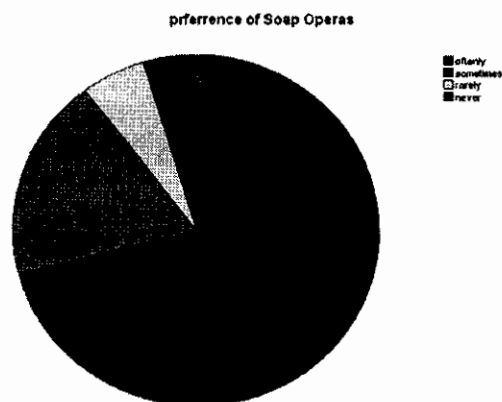
Figure 1.3

Favorite Time of Watching Soap Operas

Finding-6: 251, (83.7%) respondents watch Soap operas at night followed by late night 19, (6.3%) who watch soap operas at late night.

Table 9

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Morning	7	2.3	2.3	2.3
	Evening	23	7.7	7.7	10.0
	Night	251	83.7	83.7	93.7
	Late Night	19	6.3	6.3	100.0
	Total	300	100.0	100.0	

FavriteWatchingTime

Morning
Evening
Night
Late Night
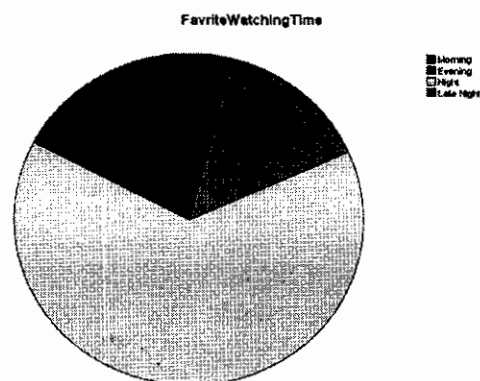
Figure 1.4

CULTURAL PRACTICES

Appearance

Finding-7: 197, (65.7%) respondents considered characters as role model. 76, (25.3%) of the respondents disagreed and 27, (9%) respondents don't know about it.

Table 10

		Frequency	(%)	Valid (%)	Cumulative (%)
Valid	Agree	197	65.7	65.7	65.7
	Disagree	76	25.3	25.3	91.0
	don't know	27	9.0	9.0	100.0
	Total	300	100.0	100.0	

Actors as rolemodels

Actors as rolemodels
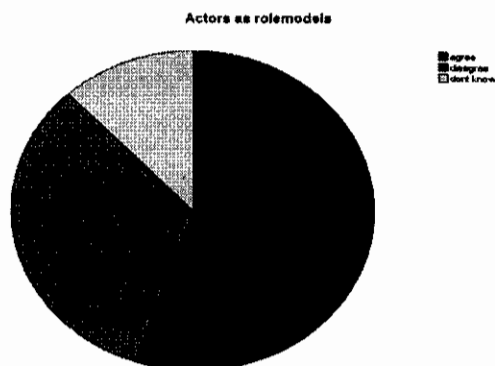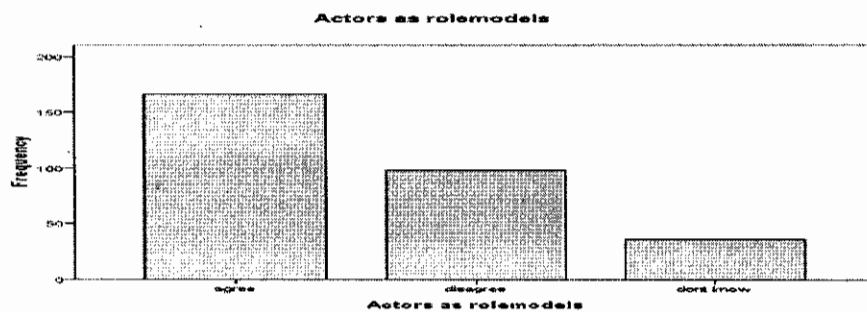
Figure 1.5

Eating Habits

Finding-8: 174, (58%) respondents agreed that they discuss or watch episodes of soap operas while eating instead of talking about their own matters.

Table 11

		Frequency	%	Valid %	Cumulative %
Valid	Agree	174	58.0	58.0	58.0
	Disagree	96	32.0	32.0	90.0
	don know	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

family discussion during meal
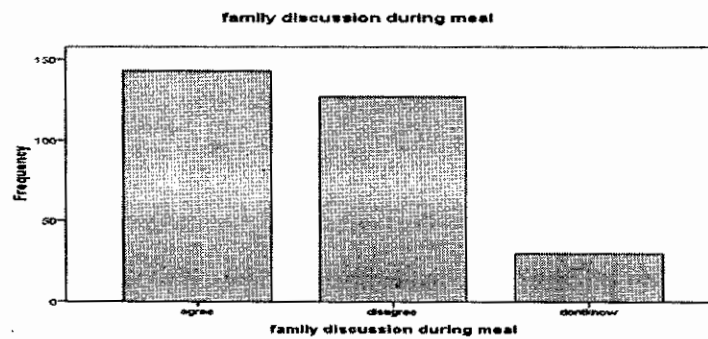
Figure 1.6

Attire & Jewelry

Finding-9: Results indicates that nearly 197, (65.7%) respondents put up Indian 'Sari' occasionally. Beside this, 196, (65.3%) respondents agree that latest fashion is highlighted in these soap operas

Table 12

Wearing Indian sari in parties

		Frequency	%	Valid %	Cumulative %
Valid	Agree	197	65.7	65.7	65.7
	disagree	60	20.0	20.0	85.7
	don know	43	14.3	14.3	100.0
	Total	300	100.0	100.0	

Indian and pak sarree

agree
disagree
dontknow

Figure 1.7

Table 13

SO as best source of learning new fashion trends
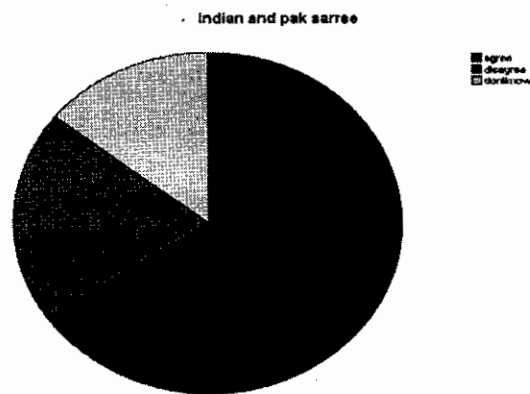
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	196	65.3	65.3	65.3
	Disagree	59	19.7	19.7	85.0
	don't know	45	15.0	15.0	100.0
	Total	300	100.0	100.0	

Language

Finding-10: Result indicates that 235, (78.3%) respondent inclined to use Hindi words in their routine conversation. 193, (64.3%) respondents considered SO as the major source of learning Hindi language. Results indicate that 202, (67%) respondents have become familiar with many Hindi words and use them in their conversation.

Table 14

Hindi words in speech

		Frequency	%	Valid %	Cumulative %
Valid	Frequently	67	22.3	22.3	22.3
	sometimes	98	32.7	32.7	55.0
	Rarely	70	23.3	23.3	78.3
	Never	65	21.7	21.7	100.0
	Total	300	100.0	100.0	

Traditions

Findings-11: Result indicates that 226 (74.3%) respondents celebrate Indian traditions in their marriage ceremonies where as 167, (55.7%) respondents are familiar with many Indian Festivals.

Table 15

Indian customs

		Frequency	%	Valid %	Cumulative %
Valid	Agree	226	75.3	75.3	75.3
	Disagree	39	13.0	13.0	88.3
	don know	35	11.7	11.7	100.0
	Total	300	100.0	100.0	

Religion

Findings-12: 174, (58%) respondents having the opinion that their religious tendency is being affected by Indian Soap Operas. It also shows that 148, (49.3%) of the viewers have become aware of many god and goodies names

Table 16

religious tendency

		Frequency	%	Valid %	Cumulative %
Valid	Agree	174	58.0	58.0	58.0
	Disagree	75	25.0	25.0	83.0
	don know	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

\

religious tendency

religious tendency
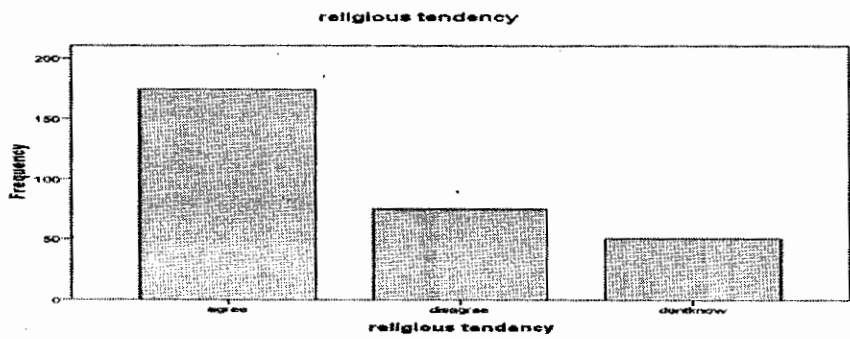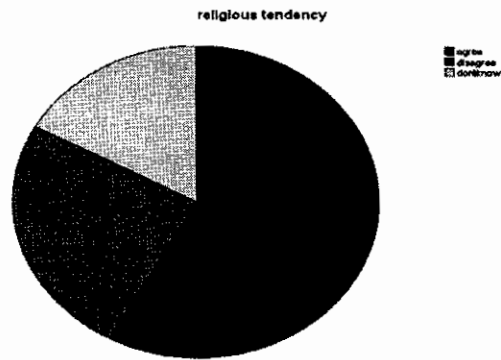
BI-VARIATE CORRELATION AND CHI-SQUARE TEST

Degree of Exposure and Cultural Practices

This study estimated the connection between the exposure to Indian soap opera and its effects on the Lifestyle of female viewers, hence Chi-Square test and correlation was applied for statistic evaluation. The major findings of hypothesis testing are shown in following tables:

Degree of Exposure and Effects on Language

Finding-1 The result shows that the exposure to Indian soap operas influences the effect process. Heavy viewers of the Indian soap operas use more Hindi words in their speech than the light viewers. They also have more understanding with the meanings of Hindi words. Many of the respondents proved that they have learnt Hindi words just because of watching soap operas. The results on the basis of degree of exposure are statistically significant in both cases.

Table.1

		Degree of exposure	Hindi words in speech
Degree of exposure	Pearson Correlation	1	.781**
	Sig.		.000
	N	300	300
Hindi words in speech	Pearson Correlation	.781**	1
	Sig.	.000	
	N	300	300

Table.1.2

Test Statistics

	Degree of exposure	learning Hindi words
Chi-Square	77.360[a]	261.013[b]
df	2	3
Asymp. Sig.	.000	.000

Degree of Exposure and Effects on Outfit

Finding-2: The result proved a connection between degree of exposure to Indian soap operas and the effects on heavy viewers regarding Indian dress like sari. Many women viewers like to wear Indian sari occasionally. It is also proved that new fashion trends are introduced in these soap operas.

Table.2

		Degree of exposure	Indian sari
Degree of exposure	Pearson Correlation	1	.762**
	Sig.		.000
	N	300	300
Indian sari	Pearson Correlation	.762**	1
	Sig.	.000	
	N	300	300

Table.2.1

Test Statistics

	Degree of exposure	Indian sari
Chi-Square	77.360[a]	142.580[a]
df	2	2
Asymp. Sig.	.000	.000

Degree of Exposure and Familiarity with Hindu Religion

Finding-3: Connection between degree of exposure and the familiarity with Hindu religion is statistically significant.

Table.3

		Degree of exposure	familiarity with Devi,Devta's name
Degree of exposure	Pearson Correlation	1	.852**
	Sig.		.000
	N	300	300
familiarity with Devi,Devta's name	Pearson Correlation	.852**	1
	Sig.	.000	
	N	300	300

Degree of Exposure and Religious Tendency

Findings 4: The result indicates the significant level between exposure and religious tendency which is decreasing by watching soap operas. Major parts of respondents think that soap operas provide a large amount of Indian religious information.

Table.4

		Degree of exposure	religious tendency
Degree of exposure	Pearson Correlation	1	.751**
	Sig.		.000
	N	300	300
religious tendency	Pearson Correlation	.751**	1
	Sig.	.000	
	N	300	300

Table.4.1

Test Statistics

	Degree of exposure	familiarity with Devi,Devta's name
Chi-Square	77.360[a]	34.740[a]
Df	2	2
Asymp. Sig.	.000	.000

Degree of Exposure and Eating Habits

Findings 5: it is assessed that a greater part of the respondents prefer to take meal in front of the TV. Instead of personal family matters, they discuss television programs during meal. The difference is statistically significant because Heavy viewers are highly affected by this habit as compare to light viewers.

Table.5

		Degree of exposure	family discussion during meal
Degree of exposure	Pearson Correlation	1	.638[**]
	Sig.		.000
	N	300	300
family discussion during meal	Pearson Correlation	.638[**]	1
	Sig.	.000	
	N	300	300

Table.5.1

	Degree of exposure	family discussion during meal
Chi-Square	77.360[a]	74.780[a]
Df	2	2
Asymp. Sig.	.000	.000

Degree of Exposure and Familiarity with Indian Festivals

Findings 6: The result describes that majority of respondents are aware of many Indian festivals which show the significant relation between level of viewing and familiarity with Indian festivals.

Table.6

		Degree of exposure	familiarity with Indian festivals
Degree of exposure	Pearson Correlation	1	.838**
	Sig.		.000
	N	300	300
familiarity with Indian festivals	Pearson Correlation	.838**	1
	Sig.	.000	
	N	300	300

Degree of Exposure and Modification in Family Traditions

Findings-7: Significant correlation is proved between level of viewing and performing Indian customs during marriage ceremonies in Pakistan.

Table.7

		Degree of exposure	Practice of Indian customs
Degree of exposure	Pearson Correlation	1	.909**
	Sig.		.000
	N	300	300
Practice of Indian customs	Pearson Correlation	.909**	1
	Sig.	.000	
	N	300	300

Table.7.1

Test Statistics

	Degree of exposure	Practice of Indian customs
Chi-Square	77.360[a]	68.460[a]
df	2	2
Asymp. Sig.	.000	.000

Degree of Exposure and Acceptance of Characters' as Role Model

Findings-8: Chi-square and correlation tests established a considerable relationship between degree of viewing soap operas and degree of adopting of its actors ' outer shell and style.

Table.8

		Degree of exposure	Actors as role models
Degree of exposure	Pearson Correlation	1	.600[**]
	Sig.		.000
	N	300	300
Actors as role models	Pearson Correlation	.600[**]	1
	Sig.	.000	
	N	300	300

Table.8.1

Test Statistics

	Degree of exposure	Actors as role models
Chi-Square	77.360[a]	84.560[a]
df	2	2
Asymp. Sig.	.000	.000

SUMMARY OF FINDINGS

The outcome of Chi-Square and correlation test about exposure and effects association is summarized below.

Chi-square and correlation significantly proves the connection between the level of viewing soap operas and its effect on cultural practices. In soap operas Indian culture is being promoted in glamorous way which inspires women viewers who spend a lot of time for watching them. Chi-Square value proves the hypothesis that there is considerable relationship between level of watching soap operas and level of effect on culture (i.e. language, eating habits, attire, traditions, marriage customs and religion). A percentage values also prove that heavy viewers of soap operas, comparatively have more effects than light viewers.

CHAPTER 6

DISCUSSION

The theme of this study was to pursue impact on cultural aspects of lives of its female viewers. It was assessed that Indian channels are influencing different aspects of cultural practices i.e. language, eating habits, dressing, life style, traditions and religion. While analyzing the demographic characteristics, it was assessed that many of the heavy viewers are between the ages of 31 to 40 years (38.7 %). In this age group, usually Women are married and raising children. They have many household responsibilities. Hence, if women of this age spend much time for watching soap operas, their family will certainly suffer too.

Findings exposed that a many of women are married (42.7%) and dependent. (51.7%) are households who can spend more time for viewing soap operas, therefore married and household women are included in heavy viewers group. (See Table 2) The study also sought to find out the duration of having cable connection. (10.7%) respondents, enjoying cable facility were for up to 2 years, (19%) three years, and (70.3%) more than 3years. This proved that the attractiveness for watching cable channels by the female audience of this city has excitedly increased.

As findings show, percentage of heavy viewers who watch cable channels for more than twelve hours per week is (82.7%), moderate viewing 7 to12 hours per week (12%) and light viewers up to 6 hours per week (5.3%), (Table 1.5). Through this study, it is significantly and statistically proved that the key purpose of viewing cable TV is

entertainment. (78%) respondents watch cable TV for amusement, only (9.7%) watch TV for news and views (Table 5).

It is confirmed that favorite program of female viewers is soap opera on their favorite channels i.e. Star Plus and Sony. Respondents were also asked to select their preferred channel including three Indian and three Pakistani. Star Plus is preferred by (44%) respondents and Sony by (21%) respondents followed by Hum TV (17%). Female viewers like to watch soap operas on Indian channels because these seem to be more colorful, glamorized and pleasurable. So they spend maximum time to watch Indian channels which have enormous influences on them. The statistics represents that in the form of entertainment, maximum number of female viewers are gaining knowledge of Indian cultures

It is evident that (52%) viewers prefer to watch soap opera because of its short duration and interesting storyline. (29.3%) viewers like to watch movies, music or information programs. This established that Indian culture through soap operas is influencing the cultural values and life style of female viewers. In response to the favorite watching time, (83.7%) respondents preferred to watch cable television at night. As mentioned above, respondents' first choice is to watch Indian soap opera. These soap operas are telecasted on Star Plus between 8:00 pm to 11:00 pm. It is proved that viewers' free time is at early night time which they spend on watching Soap operas instead of paying attention towards several family matters.

Findings show that Indian soap operas constructed in a sensational way that grab the emotion and sympathies of women with the characters. Characters wear glitzy and costly outfits, having shinny make-up and living in luxurious dwelling. The key features

of these soap operas are social gathering, love affairs, break ups, gaudy wedding functions, exaggerated religious activities, family's conspiracies and overdramatic conditions. Viewers watch soap operas for entertainment but they unnoticeably adopt Indian morals and customs in their routine life. On the basis of results it is proved that soap operas are not just entertaining its audience but these are purposefully designed to affect others norms and beliefs.

The study described that standard of living can be improved by changing the dressing style, haircut, make-up, ornaments and tone of voice. And cable TV provides the opportunity to be informed about the latest trends and styles of new fashions through its contents. So women consider the soap operas are the helpful source for polishing one's personality. Chi-square value proved a considerable connection between level of viewing soap operas and adopting the style of its characters. Consequently, hypothesis is also supported by the results (mean value 2.15). It is also statistically verified that there is obvious impact on (65.7%) heavy viewers' personality as compare to light viewers. (58%) respondents have their meal while watching TV. This is the big change in our tradition that they discuss or watch episodes of soap operas instead of family affairs. Now characters are becoming their ideals and favorite and they neglect their personal family matters. Statistics indicates that eating habits of heavy viewers are more influenced by soap operas then light viewers.

Results indicate that (65.7%) respondents put up Indian 'Sari' occasionally. Beside this, more than 2/3 respondents agree that latest fashion is highlighted in the soap operas so one can easily know about the new dressing style. So it is confirmed that soap operas are the big source of shifting culture and new trends by affecting the viewers who

watch them most of the time. Effects on the language of heavy viewers of soap operas have also been observed by this study. Study proves that they use many Hindi words in their routine conversation. (64.3%) of the respondents replied positively that watching soap opera is influencing their conversation style. (67%) of the respondents admit that they have learnt many Hindi words from soap operas which they use in their routine life. The study significantly proves the hypothesis that *"Heavy viewers of Indian soap operas tend to adopt many Hindi words in their speech than the light viewers"*. Mostly women are overall in charge of the house and responsible to manage the house hold matters so any change in their behavior lead toward direct change in other family members' behavior.

Findings exposed that heavy viewers of soap operas are welcoming Indian tradition and customs by replacing their own culture. (74.3%) respondents confess that they celebrate many Hindi customs in their marriage parties for fun. Many events like Holi, Deewali, Ganpati Baaba, Garwa jodh and other religious fiestas are repeatedly presented in soap operas in very attractive manners. Characters participate or arrange these festivals with a firm believe of being bestowed. So that (55.7%) of respondents are familiar with these celebrations and festivals. Religious sentiments are easily inflamed by Indian soap operas and Pakistani channels are not able to raise such religious conflicts skillfully through their contents. (58%) viewers admitted that the religious inclination is lessening by viewing soap operas. The results prove that maximum coverage is given to the Indian religion (49.3%) in soap operas. Many religious scenes are repeatedly and deliberately projected which are not actually required for the story. Names of Devi,

Devta, holy rhymes and sacred words are portrayed unnecessarily just to highlight and promote them among their scattered viewers worldwide.

This study tries to analyze the negative effects of the invasion of alien cultural norms in our society presented through media. Finally, it is assessed that Soap operas have enormous influences on our traditional and cultural values which can be easily observed during dinner time, usage of mix language, shopping of Indian sari and jewelry, changing life style and fashion trends, celebration of Indian customs in marriages and decline in religious inclination among heavy viewers.

CONCLUSION

Cable technology was welcomed in Pakistan during the early 90s which got immediate popularity among its viewers due to its inspiring contents for all family members. Entertainment was provided to the viewers with a choice and variety. News, movies, music, dramas, cartoons and talk shows become favorable among Pakistani viewers even though cable TV used to present the diverse values and beliefs of foreign homeland through its contents.

At the beginning of this decade, private cable TV system spread out rapidly through out the country which has not only decreased the supremacy of state owned TV but also confronted the cultural patterns of our society. Likewise, soap operas of Indian channels have become very favorable among audience. Star plus is projecting Indian norms, values and language through soap operas.

We can say that Cable television as being economical and accessible, provides a diversity of global channels which may have certain effects on its audience. Therefore this study has been conducted to evaluate the "effects of cable TV soap operas on female viewers" which get its outcome by contrasting the degree of effects on heavy and light viewers. Earlier studies wind up that TV has many unforeseen effects on viewers but no study has been conducted in Islamabad to measure these effects. Therefore, this research probed into "whether or not and how much effect does cable television has on women".

The study digs out the influence of soap operas on lifestyle of women. Therefore, the study evaluates the degree of exposure that how much time viewers spend to watch them. It contrasted the relationship between effects on cultural values and level of

viewing in addition basic information of respondents i.e. age, qualification, occupation, economic and marital status, etc.

The study proves the significance of hypotheses that there is greater degree of effects on women due to the heavy exposure of soap operas. The above mention studies in literature review conclude that high exposure to media influence the cultural values of its audience who are adopting the culture of rich countries. In terms of effect, Cultivation Theory was applied for this study by comparing heavy and light viewing of soap operas. The study was arranged for the audience of Islamabad where cable connection is available in every house. All Female viewers of Islamabad were the population for this study. The study was quantitative in nature, so survey technique was applied to acquire statistics from the female viewers living in Islamabad. There was not easy access to all viewers, for that reason non random convenience sampling technique was applied. The sector vise division along with easy availability system was preferred to choose the respondents. The total sample size was 300 and to get the feedback, questionnaire was chosen by using Likert scale and all level of measurements (interval, nominal). Working women, students and house holds were interviewed. This study was completed in one year. "Statistical Package" (SPSS) was used to evaluate results statistically. The association between disclosure to soap operas and modification in the lifestyle of female viewers was assessed. To test the reliability of hypotheses Chi-Square test was also applied.

Findings reveal that the main purpose of watching cable TV is entertainment and the desire to be acquainted with latest fashion trends, traits, up to date life style, and mannerism of other nations. To satisfy this desire most women prefer to watch Indian

soap operas on star plus because of resemblance of Urdu and Hindi language. This led to many bizarre influences on their culture.

The main focus of this research was to investigate the effects on culture practices, including language, eating habits, outfit, religious conviction and traditions. It was hypothesized as *"heavy viewers of soap operas experience greater degree of effect on their cultural practices than light viewers"*. This proposition was proved statistically significant by utilizing some techniques. The impact of soap operas on cultural practices was evident. For example, the change is observed in eating habits of viewers. They take their meal while watching soap operas which has alter the custom of eating meal together and talk on family matters. Effects are also observed on changing outfit style; now female viewers prefer to wear Indian sari on their happy occasions. They also believe that soap operas are very valuable to know about innovative fashion style. So it is confirmed that heavy viewers of soap operas are more enthusiastic in dress trends than the light viewers.

The effect on language is also seen through survey. Many female viewers use many Hindi words in their daily conversation which support the hypothesis that heavy viewers of soap operas are familiar with more Hindi words than the light viewers. This change also transmits to other people especially children.

Customs and traditions are the identification of any society. But nowadays these are drastically altering the mode of life of viewers. It is a deliberate attack on one's cultural identification to harm it and promotion of other cultural values. This study finds out that respondents' religious tendency is decreasing nowadays and they pay much time for watching soap operas and are being influenced by outlandish culture depicted through

media representation. They also stated to celebrate Indian traditions in marriage ceremonies and become familiar with many names of Devi, Devta's and sacred carnivals.

Statistical assessments point out that heavy viewers consider characters as their ideal or role model and they want to adopt their life style for grooming their personality.

Cultivation theory was applied to investigate the cultural effects of soap operas on heavy and light viewers. Results of this study supports the assumption that there are more effects on heavy viewers than light viewers regarding cultural practices, i.e. addition of Hindi words in routine language, eating pattern, religion tendency and lifestyle.

RECOMMENDATIONS

This study proves that television has become an integral part of daily activities in each society. Now people have more expectation from media than just being entertained same as media also has its own perspectives to not only entertain but persuade the audience for some invisible causes. The study represents that soap operas are affecting the living style of women which are very admirable among them. The study elaborate effects in many ways but few variables out of these were selected for this research project. Hence, it is suggested that rest of the effects of these soap operas must be investigate in future.

Recommendations for Future Inquiries

It is strongly recommended that some researches should be conducted in future for covering the numerous effects of soap operas. Here are some proposals for future research concerning these effects.

i.   The Same topic can be studied again to calculate certain effects on females who have different demographic settings.

ii. For future study, diverse audience should be selected with different age groups, literacy levels, marital status, and economic status.

iii. To explore many unforeseen effects on viewers, some cultural aspects like family customs, music inclination can be examined.

iv. This research project investigates the effects of soap operas on female viewers through survey. In future content analysis can be applied to analyze cultural differences, presented in foreign contents.

v. This study only disclosed the cultural effects on viewers. Further studies can be conducted to analyze the social, psychological and economic effects on its viewers.

vi. The study to analyze the "change in sexual behavior in our society" is also recommended because soap operas represent relation and affairs of people very explicitly which is promoting (extra-marriages or without marriages) commitment based relationships among their viewers.

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APPENDICES

Questionnaire

1. Name: ----------------------------------- 2. Age: ------------------

3. Matrimonial Status   1. Wedded   2. bachelor

4. Status: 1. Housewife   2. Employee   3. Student

5. For how many years are you watching cable TV?

      1. Up to 2 years   2. 3 years   3. more than 3years

6. How many hours you spend for watching cable TV in a week?

      1. Up to 6 hours   2. 7 to 12 hours   3. more than 12hours

7. Which cable television contents do you like to watch usually?

      1. Soap operas   2. Songs   3. Movies

      4. News bulletin   5. Humor   6. Current Affairs

8. Do you like to watch Indian soap operas on cable TV?

      1. Regularly   2. Sometime   3. Rarely   4. Never

Cultural influences

9. I consider television characters as role models.

      1. Agree   2. Disagree   3. Don't know

10. I believe cable TV is the best source of knowing about latest trends.

      1. Agree   2. Disagree   3. Don't know

11. I like to buy similar jewelry put on by characters of SO.

      1. Agree   2. Disagree   3. Don't know

12. I prefer to wear Indian dresses like (Sarree, Kurti, Patiala Sahalwar, Choli, Dhoti Shalwar,).

      1. Frequently   2. Occasionally   3. Rarely   4. Never

13. I consider Indian Sari is more attractive than Pakistani dresses.

      1. Agree   2. Disagree   3. Don't know

14. I like to use Hindi words during routine chat.

      1. Repeatedly   2. Occasionally   3. Rarely   4. Never 5. Don't know

15. I have learnt many Hindi words evidently from soap operas.

          1. Agree   2. Disagree   3. Don't know

16. Select correct meanings of these Hindi words:

   1.   Tapasia   (struggle, chair, sea,)

   2.   Rakhsha   (robbery, look after, city)

   3.   Adhikar   (tree , right, debt,)

   4.   Kalpana   (noise, wish, trouble,)

   5.   Shabd   (word, finger, murder,)

   6.   sansar   (village, world, jail)

   7.   Shanti   (peace, hammer, crime,)

   8.   Parivar   (enemy, neighbor, family,)

   9.   swarg   (heaven, glass, sky)

   10. Vishvash   (religion, story, trust)

   11. ishwar   (sky, god, heaven)

   12. ikshaa   (thrill, wish, street)

17. Indian customs are increasing in Pakistan during marriage ceremonies:

          1. Agree   2. Disagree   3. Don't know

18. I am familiar with these Indian Festivals

        1. Raakhi   2. Holli   3. Garwa Jhodh   4. Baisakhi

        5.Dewali   6. Rangoli   7. Raksha Bandhan   8. Durga Poja

19. My religious inclination is declining nowadays.

          1. Agree   2. Disagree   3. Don't know

20. I know many Hindu festivals because of soap operas.

          1. Agree   2. Disagree   3. Don't know

21. I become aware of many Devi' Devta's, (tick from the list)

          1. Seeta Ram   2. Durga   3. Vishnu

          4. Hanuman   5. Krishna   6. Lakshmi