



**ACCULTURATION PROCESS: IMPACT OF INDIAN SOAP OPERAS ON HUM
AND GEO TV DRAMAS**



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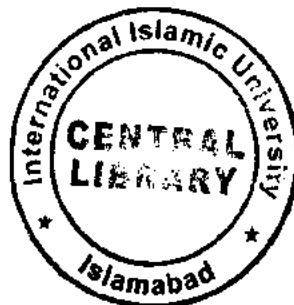
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2015



Accession No

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Declaration

This thesis has been submitted as partial fulfillment of BS in Media and Communication Studies to the Department of 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.

A handwritten signature in black ink, reading "Ambreen Aftab", is written over a horizontal line.

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Dedication

This thesis is lovingly dedicated to my parents, who have never failed to give me financial and moral support. Without their encouragement and support this project would not have been made possible.

Acknowledgment

Foremost, all thanks to the Almighty Allah without whose help this hard work is nothing but a vain. I would like to express my sincere gratitude to my supervisor Dr.Javed Iqbal and My Co-supervisor Madam Qurrat-ul-Ann for the continuous support of my research study, for her patience, motivation, enthusiasm, and immense knowledge. I could not have imagined having a better advisor and mentor for my study.

Special thanks go to Madam Aniqqa Naseer for her continued support. I would also like to thank my family for the support and encouragement they provided me through my entire life.

Special feeling of gratitude for my loving parents. Words cannot express how grateful I am to my father for all of the sacrifices that he has made on my behalf. His prayers for me were what sustained me thus far.

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ABSTRACT

After the mushrooming of private channels in Pakistan, Indian dramas have found regular air time on our TV. They are also popular among the Pakistani audience. Keeping in mind the current situation, this research focused on the acculturation process and impact of Indian soap operas on GEO and HUM TV dramas. An audience analysis was made aged 19 to 69. A questionnaire was developed carrying different questions to study the impact of these soap operas on Pakistani dramas. To study the responses likert scale was used and questions were closed ended. Using data obtained from three hundred questionnaires, filled by upper, middle and lower middle socio- economic classes of the city Islamabad, this research analyzed the impact of Indian soap operas on GEO and HUM TV dramas. It would explore if these Indian soap operas have any impact on storylines, moral values, costumes, language, and gender and relationship depiction of our dramas. Findings showed that Indian soap operas have no impact on the Pakistani dramas. A question was asked to know whether Indian soap operas are more famous than Pakistani soap operas, but this statement was proved wrong because Pakistani dramas are still more popular than Indian soaps. Results also showed that Upper class perceives that there is no significant influence on costumes, life styles and relationship depiction but the middle and lower classes perceives that Indian soap operas have made our life style and costumes glamorous. Following a variety of theoretical elements that included 'uses and gratification' theory and cultivation theory. This research studies that Indian soap operas has no impact on Pakistani dramas and acculturation has not occurred.

CHAPTER 1

Introduction

Soap operas are so popular especially in India and Pakistan that TV prime time is given to them. Huge numbers of people are soap opera fans for one or the other reason, and there are a lot of great fan sites on the Internet. The users of internet can connect themselves with latest information and spoilers of your favorite soaps, as well as fun facts about the actors and actresses you admire. Similarly, Each and every day, huge numbers of audience stick to television to watch the latest episodes of their favorite soaps. The way stories are shown in soap operas they attract the audience. In Soap operas the stories are told with elements of excitement and curiosity.

Ahmed (2010) stated that Pakistan's media was changed drastically after year 2000 during Musharraf's regime as over 90 private channels were given licenses. The growth of television channels in a very short duration of time has brought the foreign content in Pakistan and soon it was accepted by public. These channels transmissions cover all aspects of life like health, infotainment, entertainment, health, news etc.

This study particularly focuses on the impact of Indian soap operas on GEO and HUM TV dramas. The study will find whether these soap operas have an impact on storylines, moral values, costumes, and gender and relationship depiction of Pakistani dramas. This research has also examined that how the audience of Islamabad city divided in three strata's Upper class, Middle class and lower middle socio-economic classes analyze it.

Females are the biggest fans of soaps and they not only want to keep updated with the shows even if they are working ladies, go to school or are busy taking care of their children during those important daytime hours, they also receive the huge psychological impact.

During the last decade this trend has grown much faster, and girls are seen discussing soap operas very passionately, they like to see themselves wearing dresses like soap opera characters and even behaving and talking like them. This study is particularly focusing on the impact of Indian soap operas on Pakistani dramas of Geo and Hum TV.

Acculturation

Acculturation is defined as “The process by which the culture of a particular society is instilled in a human from infancy onward.”

According to three anthropologists, Herskovits, Redfield, and Linton 1936 who explained acculturation in the field of cultural anthropology and was defined as a “phenomena”. “When groups of individuals having different cultures come into continuous first hand contact, with subsequent changes in the original culture patterns of either or both groups.”
Redfield, Linton, & Herskovits. (1936)

Many scholars defined acculturation later Shibutani & Kwan (1965) “Acculturation is learning a new cultural system or the culture of the host country, in which inner conflicts make strangers susceptible to external influence and compel them to learn new learning. Marden & Meyer (1968) defined acculturation as “the change in individuals whose primary learning.”

1.1 The History of Soap Opera

Soap opera was born in America in the 1930s and initially it was devised as a radio programme. The focus of soap operas was women. The storylines are structured in a way that women find the focal place. House wives and generally women issues and problems were highlighted so that women can relate it to themselves. The connection between women and soap operas is deep enough. Before soap operas, women magazines played vital role in highlighting social and domestic issues faced by women, soap operas content may have come from these women magazines.

“Soaps” became so called due to the advertisers who bought air space for their commercials surrounding the programme, as the featured products tended towards those of a domestic nature, particularly Proctor and Gamble who, aiming for a female audience, not only advertised but sponsored the programmes, lending its name as a soap powder manufacturer to the entire genre. It became a genre that grew "in response to the perceived isolation of women in the home" (Brown, 1994: 46). Britain's first televised soap was *The Groves*, which ran from 1954 to 1957 and was followed by the appearance of *Coronation Street* in 1960. Other well known British Soaps *Brookside* and *EastEnders* arrived in 1982 and 1986 respectively.

Soap opera progress slowly, narrates story steadily and develops the relationship with the audience. Audience involves themselves in the Soap opera because satisfaction is attained through watching daily life problems in the soaps and connecting with your own issues.

Satisfaction is also gained on watching confessions, speculations, gossips and exchanges of confidence" (Glaessner, 1990 printed by Goodwin & Whannel, 1990: 119).

The gossiping shown in the soap operas is taken by women as problem solving. The women show keen interest in watching these soaps because it is traditionally related to women life style. Depiction of women in dramas is not complimentary because the image of women is often negative. The way saas-bahu quarrel and jealousy is shown with a pinch of ill feelings for each other. The female who view soap operas regularly takes interest in minor details and are considered as "inferior to more prestigious audiences" (Brown, 1994: 48). The life of female Soap opera viewer is "so deprived as to need spurious enrichment." (Glaessner, 1990 printed in Goodwin & Whannel, 1990: 115) Soap operas are generally considered as trashy and are taken not so decent content in terms of family manners but still these shows are enjoyed by the women audience even though watching them is "not a socially valued act" (Brown, 1994: 18). Soaps are often discussed at homes with family and friends, the future events are predicted and characters are taken seriously which does encourage social activity.

To add spice to Soap opera and grab the attention of female audience, emotional scenes are added and Rona -Dona is observed in almost every episode. The feelings of hatred envy and jealousy is given the pinch of evilness. Audience sympathy is taken with teary bahu's, mother – in-laws are shown as clever, love triangles are usually present, egoistic daughter in laws who are always seen complaining about "susral". Songs are added at background to give more dramatic look. These songs are taken from bollywood movies and are played according to the situation. The dialogues are delivered from actors in an emotional manner. The way dialogues are

delivered in soap opera and songs and music incorporated into serials make them more appealing to audience.

In Pakistan the drama serials duration is usually of 20 -30 episodes which are pre-written. Pakistani drama serials are very popular; Pakistani drama serials adapt the stories of popular novels and plays and most of them are liked by the audience. Pakistani dramas basically revolves around love stories Although love stories are often the basic pretexts of these serials, they are un favorable for showing and raising voice to other controversial topics like women social rights, drug trafficking, corruption, domestic violence , refugees and emigrants issues, marriage issues and feudalism etc

This study is basically to study the impact of soap operas especially broadcasted from Indian and Pakistani channels on Pakistani dramas and whether acculturation is taking place or not. It is also studied how the audiences belonging to Islamabad city and with different income level analyze it.

Soap opera viewing is changing from entertainment to dilemma of our nation. Soap operas have now taken the regular place on television due to influx of many channels soap operas found space in the private channels.

The interesting thing about these soap operas is that they keep you engage by show casing and covering events and incident of our life in an attractive manner. There is a lot of fantasy in these dramas and women are shown wearing formal dresses and heavy makeup all time. Lavish life styles and fake relationships leads to distorted view of life and reality.

Youth also create the illusion of friendship or relationship with the actors/actresses of the soaps. These involvements have been characterized as “Para social relationships”. The image of characters and love for them is based on emotions and admiration.

Objectives of the study:

The aim of the study is to find out

- Whether Pakistani dramas are more popular than Indian dramas.
- Whether audience perceives that Pakistani Dramas are influenced by Indian soap operas in terms of language, costumes, lifestyles, storylines and moral values.
- Whether gender depictions are influenced by Indian dramas.
- Whether relationship depictions are influenced by Indian dramas.
- Whether there are class differences in the perception of the influence of Indian dramas.

1.2 Significance of the study:

As everyone knows, with the boom of Private Channels in Pakistan, there are many Indian soap operas being broadcasted from GEO and HUM TV. In order to excel, these channels want to on air them on regular basis and they always get prime time of TV. This topic is very useful keeping in view the cultural and social values difference shown in Indian soap operas and impact these soap operas have made on the Pakistani dramas content.

This study will also reveal that how socio-economic classes of Islamabad city analyze the impact soap operas have made on Pakistani dramas and whether Indian soap operas are more popular than Pakistani dramas.

1.3 Delimitations

For this study, sample size might be delimitation. For this particular purpose, only audience of Islamabad city was selected in the survey process that had exposure to the soap operas and cable. This was a big barrier in getting the larger sample. Because without considerable exposure to the Pakistani cable dramas they cannot be able to answer different questions, based on which results are formulated.

1.5 Research Questions

RQ 1: Are Pakistani TV dramas more popular than Indian soap operas among the audience?

RQ 2: What is the opinion of the public about Pakistani dramas?

RQ 3: Do audience perceive that Pakistani Dramas are influenced by Indian soap operas in terms of language, costumes, lifestyles, storylines and moral values?

RQ 4: Do audience perceive that gender and relationship depictions in Pakistani Dramas are influenced by Indian soap operas.

RQ 5: Are there class differences in the perception of the influence of Indian dramas?

RQ 5(a): Does the popularity of Indian and Pakistani dramas differ amongst the different classes?

RQ 5(b): Does the perception of Indian influence on language, costumes, lifestyles, storylines, moral values and gender depictions found in Pakistani Dramas, differ amongst the different classes.

Chapter 2

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Cultivation Analysis

George Gerbner summarizes the cultivation theory which states that “the more television watched the more you are likely to obtain distorted views of life.” (Wood, 2000,p.252) Altman and Taylor (1973) concluded more people watch media the more influence they have on themselves. “Viewers who have watched a personality consistently over time may perceive a sense of intimacy evolving from their expectations of increased intimacy in past interpersonal experiences”. (Rubin, Perse, Powell, 1985, p.156) 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 a reflection of the world, but a world in itself" (McQuail, 1993: 100).

2.1.2 Uses and Gratification Approach

The Uses and Gratifications Theory states that the audience is actively involved in the selection of messages to satisfy certain needs. The main question of such research is: “Why do people use media and what do they use them for?” (McQuail, 1983). This theory approach is to that audience knows how to gratify their needs by using certain medium.

In mass communication this theory suggests that audience is active media users who know what to select and choose to gratify their needs. Unlike, other theoretical perspectives where audience is passive receivers alone, this theory connect audience with the medium. In this way soap operas connect audience with their emotional needs and response that they need to satisfy themselves. Uses and gratifications theory is linked to “mood and pleasure states of the affective dimensions” (Grossberg et al, 1998, p.285).

Katz, Gurevitch and Haas (1973) developed 35 needs taken from the social and psychological functions of the mass media and put them into five categories: Cognitive needs, Affective needs, Personal integrative needs, Social integrative needs, Tension release needs.

Personal Identity includes finding reinforcement for personal values, finding models of behavior, identifying with valued others (in the media) as well as gaining insight into oneself

Integration and Social Interaction includes social empathy by looking deep into others circumstances, gaining sense of belonging, social interaction, and carry out social roles.

Entertainment includes sexual arousal, emotional release, and relaxing, cultural or aesthetic enjoyment.

McQuail (1994) another dimension to this theory:

“Personal social circumstances and psychological dispositions together influence both ... general habits of media use and also ... beliefs and expectations about the benefits offered by the media, which shape ... specific acts of media choice and consumption, followed by ... assessments of the

value of the experience (with consequences for further media use) and, possibly ... applications of benefits acquired in other areas of experience and social activity" (p. 235).

2.1.1 Impact of Foreign media

Globalization is encircling every phase of life. The advancement of communication technologies cultures are mixing and getting absorbed in new cultures. The values of dominant cultures are assimilated in less dominant culture and giving rise to international culture. This international culture goes beyond boundaries and turning this world into global village. Featherstone & McLuhan hold this view that communication might be face to face or screen to screen. He is known as father or prophet of electronic age. "The new electronic interdependence recreates the world in the image of a global village." Marshall McLuhan (1962). He was also of this view that "The medium is the message". Marshall McLuhan (1964).

Cultural domination and the threat to cultural identity were treated by the MacBride Commission (1980). In commission report the individual cultural identity was captured by the dominant culture influence. The result came that there must be diversity in the culture and nations should keep their culture preserved and maintained since it's very precious to save the values of your culture. (International commission for the study of communication problems, 1980).

Similarly Hamelink (1983) stated that cultural globalization is the process by which dominant cultures find place in the other cultures and assimilation process begins and slowly becoming the part of the cultural practices. He also argued the certain values of the cultures may be normal in

one culture but it might cause difficulties and harmful effects in the other culture and the consequences might be distressing.

Schiller (1976) in his work "communication and cultural domination" proposed the use of the term "cultural imperialism" he described that third world countries are watching media content full of western values. They impact on the thinking process, behavior and live are all foreign obtained values and gradually third world countries will start to do things based on western values and thinking .This process will unintentionally lead them to destroy their own culture.

"Understanding the effects of television on the human behavior is one of the most difficult but also one of the most important problems faced by the social science community today". Levy (1982). In a chapter titled "Living with television" the author discussed that television is a learning experience and it displaces other activities.

Fatima (2000) conducted a study on "Effects of satellite channels (Zee TV) on Lahore middle class" depicted that Indian television channel Zee TV has replaced national TV channel PTV in last few years. The target of this change is middle class and the impact is on our social values. The result concluded the values are changing progressively. Researched argued that change is a slow process but consistent and regular viewing of such content can make you absorb the alien values and leads to acculturation by altering beliefs and values of the public.

Cultivation Theory basically suggests that television is responsible for shaping or cultivating "viewers" concepts. Theory also throws light that how Television gradually and slowly effect the perceptions and minds of the viewers and shape things subliminally which finally leads to the change in our culture. The cultivation theorists are in the view that long- term effects of

television can't be ignored; they might be gradual but are snowballing or can be termed as the theory "spiral of silence" indicated.

The change in female's attire and language is directly linked to mass media. Gebner believes that the mass media itself is nothing; media only highlight those values which are already present in the society. George Gerbner creator of cultivation theory understands how "heavy exposure to cultural imagery will shape a viewer's concept of reality" (Pierce, 2007).

As stated by Vishala (2008), that we cannot deny the impact of media in this challenging time where there is loads of competition and commercialization. Every channel wants to take lead from the other and thus forgetting its duties and responsibilities. The impact of media is visible and we cannot simply ignore it. Our life styles show the change. Researcher also criticized print media irresponsibility by publishing stories with exaggeration, content full of sex, gossips and sizzling news.

Khalid (2001) thesis report stated "66 percent respondents now got chance in their thoughts about world affairs, 84 percent began to eat foreign dishes of food in daily life, and 46 percent chose dresses of foreign style and 50 percent of respondents felt change in their routine". The study also revealed that "64 percent of the respondents were using Hindi words whereas 34 percent were using phrases on different occasions. In some way, 11 percent respondents were fascinated by foreign cultural and social norms and values as compare to local channels." This study revealed "cable television channel Star Plus had influenced social and cultural norms and values of Pakistani youth. "The attention of Pakistani youth was grabbed through the fantasy element.

2.2.1: Soap Opera

Hobson (2002) is of the view that soap opera is the new way of life. It is an important and major form of media art which is liked and admired by the viewers. There is a lot of criticism too but it is also liked by all. Soap operas are new time genre which has brought change and innovation .It is also the new phase of broadcasting.

Jordon (1961) stated that television has altered the reading habits and reader's choices are also changed. Research conducted People want to read the popular press as compared to more serious papers "Television appears to stimulate the reading items that deal with television programmes."

Arpita (2007) discussed deeply what impact first soap opera made on the Indian viewers. They were too excited to see it and got time out of their busy routines. They made connection of it with their middle class attitude. It was the first time any dramas focused the issues of the society. people were happy to watch soap operas and took it more than entertainment purpose. The Indian audience was mesmerized to see soaps have arrived here .The way early soaps like "Mahabharat" portrayed the religious content; it won the hearts of many people in India. People would come home early to watch it. The soaps were made to have psychological impact on the viewer and they were successful in that.

Yet the fact that soap opera is clearly so widely talked about indicates that girls from 11 – 16 are participating in the process of the soap drama (even mimicking specific accents to heighten their involvement in the retelling of a storyline), bringing "richness and density" (Geraghty, 1990: 15)

Kielwasser & Wolf (1988) provided a framework for developing an approach to understanding “soap operas appeal as a direct function of both the genre's form and of its fans' viewing behavior”. The paper suggested that soaps provide gratifications to the audience but it has loads of criticism attached with it.

Nicholls et al., (2002) designed a qualitative research study to find the impact of British soap operas. The influence of soap operas seemed prominent. 5 % respondents agreed that they discuss soap operas in homes and in their peer group. 17% people watch soap operas alone and they discuss less with others as compared to those who watch it with their families. Researcher defined the types of soap operas viewers in two categories fanatics and Ironics. The fanatics are extreme fans of soap operas as compared to ironics. Fanatics love to watch and discuss soap operas. Ironics on the other hand are equally interested in soap operas and discussion related to them but less than fanatics. Men more likely to discuss soaps with family as compared to their friends or outside. When Nicholls et al., (2002) asked the audience expectation with soap operas; men replied they watch soap operas for entertainment purpose. It is a way of” switching off” for some time. Women are less likely to watch soaps for humor purpose; they prefer watching strong script and storylines (29% men with 24% women). He also explored about the gloom and realism in British soaps and got different responses. Fantatics 41% responded that they relate characters with daily life. “15%, the exploration of social issues does not rank as highly among respondents' key expectations of soap operas”. Audiences believe soap operas can play vital role in resolving and portraying social issues as compared to documentaries where the issue is analyzed and highlighted. The impact of soap operas cannot be denied due to growth of channels and prime time given to them, the way issues and problems are highlighted in the soaps give a

lighter way to raise the issue and audience has deeper impact. Researcher added soap operas have larger audience can serve better way to disseminate information.

Lewis (1997) conducted a mini-study with 25 participants to whom she asked the question "Why do you like/watch soap operas?" The participants consisted of twenty females and five males, as only five of the males questioned actually admitted to watching soap operas. Mostly all of the participants were aged 19 to 20. Fourteen people stated that they liked soap operas as they are relaxing and fun to watch, and they also don't require too much concentration to follow the story-lines. Most of the people who chose relaxation as a factor for watching soaps were female, with the exception of one male. Either the males didn't want to admit that soaps made them feel relaxed, or they weren't aware that this was the case. Here, the male-female ratio of 1:4 must also be taken into account. Secondly, six people said that they watched soap operas as they were on at a convenient time. Again, mostly females were aware that soaps were shown at a convenient time, whereas most of the males didn't see time as being such an important factor. Six people (mostly males) suggested that they watched soaps as a means of filling time, so that they had something to do. The fact that viewers could relate to the characters on-screen was also important for five of the people interviewed. It was positively the case that relationships were formed between the viewers and the characters on a number of occasions. The fact that the soap operas led to discussion was also pleasurable for five of the people interviewed. Four people whom I interviewed also revealed that they liked soaps for their entertainment value. Three people claimed that they watched soap operas in order to escape from their everyday lives and worries. This notion of escapism may be related to the viewer's interaction with the characters on-screen. Three people also said that they watched soap operas due to the familiarity of their

conventions. Two people said that they were relieved by soaps as they often saw the characters as being worse off than themselves. The fact that soap operas allowed the viewers to laugh was also seen as important by two of the people interviewed.

2.2.2 Language, costumes, lifestyles, storylines and moral values of dramas

Soap operas have profound influence on the daily life style of our women which leads to change the family life style. We cannot deny the influence of media on our lives and soap operas is the major part of television viewing. Women try to copy the characters and men also are influenced by the relationship depiction in soap operas. Many researchers have been conducted on the values soap operas are passing to the society. One of the research conducted by Yoshii (2001) argued that with the flow of new information society is passing through transition phase. These changes were never observed before because there is information over load, more exposure and more media created awareness which is altering society in a drastic manner. Researcher added that media information has affected every department of the state and it has the strength to influence more. Now there is no organization which is safe from it even the business administrators refers it as 'temporariness'. He added that after this massive change in the information flow there is a change in the mind set of the people. People are now not hesitant to change; they accept changes and appreciate them. He was concerned that with positive impact there can be negative impact which is media creating gap between rich and poor hence giving rise to class differences in the society. Information is usually obtained by rich people because of having all mediums and that can create a gap between information receivers and illiterate.

Erick (1972) is of this view that people are only at receiving end. Their ideas, beliefs are changed and altered by the television. He termed it as “social filter” and termed television as “propaganda machine” this machine changes the old values and beliefs into new ones. In this way people are helpless about it and convert themselves according to propaganda machine.

Wilson also stated that he is of the view that television has the potential to bring social change by altering the social beliefs and values of the viewers and shaping the ideas. In his book “Youth culture and universities” he agreed that television is responsible in altering value of the youth. (cited in Vijayalakshmi, 2005: 41).

Geraghty (1990) also found that audience develop relationship with the character and when the interviewer interviewed the interviewees they replied and discussed characters as they exist in reality and have inter personal relation with them. He also found that “when discussing certain characters, the interviewees made remarks concerning the characters’ habits, behavior, dress sense – indicating that they are treating the character as a person in their own right, showing audience involvement through the overlap between fiction and reality.”

In a study, Narissra (2006) analyzed College students' “perceptions of love and romance on television” the questionnaire filled by 412 responders about portrayal of love on television that how men and women perceived it .The study revealed that both genders perceived it similarly. But women focused more on relationship and men were of the view that romance and sex was according to reality.

Men Lipmann (1922) introduced the concept of “perceived realism”, this concept indicated that people mix the reality with fantasy. They want to see the fantasy in their real lives and comparison is made in this way relationships are affected. Research by Carveth (1985) examined “perceived realism” of soap opera viewers. He added that women and men perceive these soaps differently. Women perception is higher than men but men also has indirect influence on them self on non-marital sex. The relationship between men and women depicted in these dramas is different from reality which leads men and women to damage their inter personal relations. The perceived reality is different from the actual reality.

Before the influx of channels in Pakistan, STN and PTV served this purpose. A study conducted by Hasan (1998) concluded that STN’s dramas are way too glamorous and not portraying the society’s value. Survey was conducted in the city of Multan. He also explored that the effects of STN dramas were damaging viewers psychologically and putting them into inferiority complex. The content of this channel was based on upper class and their concerning issues. He also added such dramas has the tendency to put the audience in a complex and promoting materialism overall. The depiction of houses, dresses, ultra modern life style created gap between reality and fantasy of Pakistani society.

“The effect of PTV dramas on the wedding ceremonies and Islamic thoughts” by Ahtesham (1998) argued that national television was not showing the right values of our religion . The main essence of simplicity was missing in the wedding ceremonies. The cultural values shown in such dramas are in conflict with Islamic teachings. In this way people are getting in to confusion and conflicts. The national Television must follow the code and conduct and the content should be according to Islamic republic of Pakistan.

Shaikh (2007) stated that how society is evolving and changing after the arrival of satellite television. In his research he concluded that people are now watching international channels which are making them to act and follow the foreign styles. Satellite television has made the people to devote more time to this medium instead of other mass mediums like radio, television and magazines etc. the social change brought by the satellite is not limited only to language , eating styles and habits but it has also altered house decoration and the list goes on . He added that every part of society is affected except the education system.

2.2.3 Foreign influence on drama

A meta analysis on the impact of foreign television on domestic audience conducted by Elasmir and John (1997). Study revealed that showing soaps helps in creating and transferring cultural values to the other culture.

It controls social life by invisibly transferring the dominant hegemonic ideology. Antonio Gramsci, an Italian Marxian thinker, created a concept of cultural hegemony, which is an intellectual and moral leadership, distinguished from armed force. It can be formed by cultural and political consensus through institutions such as the church, schools or media. The last one creates a state of domination by focusing on the elites and the dominant ideologies, subsequently neglecting the subordinate groups (Durham & Kellner, 2006). In the case of gender roles, the societies have established the hegemony of males by institutionalizing of male dominance over women. As mentioned above, men have been perceived as the head of the household and women were mainly housewives. Nowadays the differences between male and female roles are smaller; however mass media still perpetuates traditional gender stereotypes. Moreover, due to their great influence on people's attitudes, they can depict certain social groups in negative and unrealistic

manner. They can be a very useful tool for those remaining power. By manipulating the message, media can create a certain image of reality, which is consistent with the policy of the dominant group. As a result, the reflection of a real world is incomplete and distorted. Although people are aware of the unequal representation of certain social groups in mass media, it is hard to remain objective and insensitive to its influence.

The socio-cultural and religious thinking of the people was under the influence of foreign cultural values. Satellite channels were influencing the language, fashion, food, architecture and social behavior of the viewers. There was an impact of the satellite channels on the style of living of the people living in Lahore. Pakistani mass media was under the influence of satellite programming. Satellite channels were intermingling the eastern and western cultures resulting in the formation of an "International Culture".

Likewise, a researcher conducted research on the opinion of social science students of the University of the Punjab about television programmes in Pakistan. The universe of the study comprised 800 social science students of the University of the Punjab. Questionnaire was used for data collection. The sample was one-fourth of the whole. The purpose of the study was to discover the opinion of the social science students of the university about the television programmes, including the impact of these programmes on the people's standard of living and their attitude and behavior towards this media. The researcher, after a careful study of all the data and its interpretation, concluded that systematic television should bring a change in our traditional values and social norms and in introducing and reinforcing certain new trends.

Tariq (2004) conducted a study on "Invasion of Indian culture through movies". This study revealed from the sample size of 100 that the impact of Bollywood in our social system covers a

major place and the biggest proof is our weddings. The research revealed that during our wedding ceremonies the practices are copied from bollywood. Most of the respondents were of the view that bride and groom dresses are heavily embellished and jewellery worn by the bride is very heavy too. Indian culture is reflected in our wedding ceremonies. The dresses, songs selection, stage decoration and the rasams are taken from bollywood movies.

Khalid (2001) thesis report stated “66 percent respondents now got chance in their thoughts about world affairs, 84 percent began to eat foreign dishes of food in daily life, and 46 percent chose dresses of foreign style and 50 percent of respondents felt change in their routine”. The study also revealed that “64 percent of the respondents were using Hindi words whereas 34 percent were using phrases on different occasions. In some way, 11 percent respondents were fascinated by foreign cultural and social norms and values as compare to local channels.” This study revealed “cable television channel Star Plus had influenced social and cultural norms and values of Pakistani youth. “The attention of Pakistani youth was grabbed through the fantasy element.

Like many other researchers Malik (2003) argued that becoming heavy viewer can easily alter your daily activities. Television view for more hours can damage your time management. If viewer involves himself in the television for more hours the connection between reality is weaken and the viewer also disconnects himself from face to face communication. He also added that Indian channels are subliminally transferring their own message and we are becoming glamorous. He also argued that if we regularly watch dominant alien culture we get inclined towards it.

Qurat-ul-Ain (1998) in her study is at the view that even the national channel PTV content is not free from foreign culture elements. The different media exposure has different effects of foreign culture display. Education plays vital role in creating and receiving more effects. The highly educated people are not at the receiving end as compared to less educated people but they are capable of creating more effects. On the other hand, the people with low level of education receive more effects.

Shafiq (1995) concluded that Dish antenna replaced PTV because national TV programs were not interesting and people were looking for fresh entertainment. After the arrival of dish antenna people had the option to select and choose between varieties of channels. In this way PTV lost its place and was replaced by dish antenna.

2.2.4 Gender and relationship depiction

Gender depiction is one of the main thing in mass media .It also has a powerful influence. Generally gender stereo types are created to give a certain meaning to the story and to hold the grip of the story. Stereo types are created to associate the relationship with certain image. As MacLuhan said “mass media not only gives people information and entertainment, it also affects people’s lives by shaping their opinions, attitudes and beliefs.” (McLuhan, 1964).

Stern, Russell & Russell (2003) stated that Daytime television soap operas primarily appeal to women, “providing emotional release, personal gratification, companionship, and an escape from reality”. The article also throws light that how producers and directors are coming together to target their audience and shaping their minds, thoughts and beliefs.

Many studies are conducted on the relationship of the audience with the medium and the programme shown on television. Stern (2006) emphasized that the heavy viewers of soap operas are more likely to be influenced and get personally involved with the story and characters of the show as compared to the light viewers. he also added that the heavy viewer starts imagining character as his friend .Soap operas are mainly watched by women hence they can easily relate themselves with the characters and feel emotions more deeply. In this way women often consider themselves in a fake world of fantasy.

Many researchers are of the view that soap operas have depicted women in a negative manner and it is utterly a waste of time. Women depicted in the soap operas are not considered socially and morally accepted .On the contrary Blumenthal (1997) argues that “indulgence” of women in soap operas is quite healthy for them. He argues that the women can connect themselves to soap operas as they mainly focus on females concerning issues which are making women empowered. The feminist approach shown in soap opera makes women enjoy their sense of romance, hate, anger, intelligence and revealing of their emotional desires and needs.

Tariq (2004) conducted a study on “Invasion of Indian culture through movies”. This study revealed from the sample size of 100 that the impact of bollywood in our social system covers a major place and the biggest proof is our weddings. The research revealed that during our wedding ceremonies the practices are copied from bollywood. Most of the respondents were of the view that bride and groom dresses are heavily embellished and jewelry worn by the bride is very heavy too. Indian culture is reflected in our wedding ceremonies. The dresses, songs selection, stage decoration and the rasams are taken from bollywood movies.

Khalid (2001) thesis report stated “66 percent respondents now got chance in their thoughts about world affairs, 84 percent began to eat foreign dishes of food in daily life, and 46 percent chose dresses of foreign style and 50 percent of respondents felt change in their routine”. The study also revealed that “64 percent of the respondents were using Hindi words whereas 34 percent were using phrases on different occasions. In some way, 11 percent respondents were fascinated by foreign cultural and social norms and values as compared to local channels.” This study revealed “cable television channel Star Plus had influenced social and cultural norms and values of Pakistani youth. “The attention of Pakistani youth was grabbed through the fantasy element.

Camilla (2007) studied Para-social relationships in female college student soap opera viewers today and intimacy level. The questionnaire results proved that the audiences feel intimacy with the character when they watch it over a certain period of time. The study also revealed there is more intimacy level if there is consistent exposure. The more episodes watched, the increased intimacy level.

On the contrary research conducted by Yasmin (1987) finding was that there is no link of television exposure and change in life style. The co-relation between television exposure and change in life style came as negative co-relation. The survey was conducted and respondents were house wives of different areas of Lahore city.

Ali (2001) conducted a study on “Impact of satellite television channels on the people living in Lahore”. The research wanted to check to see whether the audiences of Lahore are influenced by satellite television channels.

A study conducted by Saleem (1995) "Cultural Imperialism: A case study of the impact of dish antenna on Pakistani society" concluded that dish antenna's have very deep impact on Pakistani viewers concerning their religious and social beliefs. In the survey of this research indicated that 36 percent of the respondents think Islam as a conservative religion. The alarming thing was that these 36 percent people also appreciated the western beliefs .The research concluded that dish antenna content has deep impact and influence on social, cultural and religious beliefs.

On the contrary Butt (2005) stated the perspective of "analyzing the projection of Hindu religion in Star Plus soap operas", the total percentage of portrayal of Hindu religion in soap operas was also discussed mentioning unit of analysis. According to point of scale extra projection is given to Hindu religion. The maximum projection is given through religious scenes and ceremonies, names of their gods and goddess, showing and referring to historic religious events, characters names based on religious people like Ram, Sita etc. Researcher also indicated that the portrayal of hindusim in their dramas is not limited nationwide but it is telecasted worldwide.

Content analysis research methodology was applied in this research to check the projection of hindu religion in star plus soap operas. The researcher gave future agenda that the effects of these dramas should be checked on Pakistani muslims focusing on kids and youth. In future the way is open to conduct effect study to check the difference between cable and non-cable viewers.

The whole researches and researchers discussed above have observed television impact, soap operas, audience, culture, foreign content and its impact in different ways which reflects different thoughts and ways of thinking about soap operas. The researches indicated that the impact of soap operas cannot be denied or ignored. There are many areas of study which are discovered from studying impact of soap operas.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Methodological design:

3.1.1 Description and design of the method:

This method is exploratory in nature. Pamela Davies (2006) says that exploratory research is a methodological approach that is basically deals with findings and leading to the creation of a new theory. In the social sciences, exploratory research is committed to the idea of study and the researcher as explorer.

Survey method for collecting of data is used and the tool used is questionnaire. Questionnaires were given to the respondents by hand.

Questionnaire contains questions with likert scale to find out what impact these Indian soap operas on Geo and Hum TV dramas. The audience range from age 19 to 69 . They indicated their agreement according to five response options ranging from (A) "strongly agree", to (E) "strongly disagree" with each statement.

The respondents filled the answers according to their own perceptions. One has to choose from five types of questionnaires or surveys. However, self-administrated questionnaire has been used in this study.

3.1: Overview

The study aimed to explore the impact of Indian soap operas on GEO and HUM TV dramas. It was an audience analysis. In order to get answers to the research questions dependent and independent variables are identified and operationalized.

To carry out this study the technique of quantitative research was conducted in which survey method was followed. Data was collected on the basis of a closed ended questionnaire and survey was carried out in different sectors of Islamabad on the basis of socio-economic levels. Questions correlating to the objectives of the study were constructed. In which the sample was asked to give correct and unbiased responses. On the basis of the results of the survey the researcher deduce the direction in which the research has taken place.

3.2: Research Design

The whole study was based on the descriptive research design. Researcher was acquainted with a technique of quantitative research design which involves a survey from the males and females residing in Islamabad City. Three clusters were formed for the three socio-economic classes in Islamabad. Slums in and around the sector 1-10 was marked as a lower class, G-10, G-11 was marked as middle class and E-7 and E-11 were marked as upper classes. 120 questionnaires were distributed in each sector while ensuring that at least 100 to be properly filled and returned which were then made a part of the sample. Results are then to be put into SPSS to analyze the data. Aim of the research was to find out the impact of Indian Soap operas on Geo and Hum TV dramas, and how audience analyze it.

3.1.2 Identification of the population and sampling method

Sampling is defined as drawing a sample (a subset) from a population (the full set).

Sampling provides a characteristic sample. (A sample is similar to population on all features as it includes fewer people represents complete population). Symbolically, a flawless and symbolic would be a "true reflective" of the population from which it was selected (again, except that it would include fewer people).

For the purpose of this study, population consisted both male and female from 19 to 69 years of age. There is no limitation that sample should form of students, working class or others.

Sample size (300) includes equal number of viewers of every socio-economic class, representing 100 from each class.

3.6: Variables

Soap Operas impact is an independent variable, whereas language, costumes, lifestyles, storylines and moral values of dramas are dependent variables.

3.6.1 Language: It is the way we communicate in our society with each other. It's the way of expression and communication.

3.6.2 Costumes: a set of clothes in a style typical of a particular country or historical period

3.6.3 Lifestyles: the habits, attitudes, tastes, moral standards, economic level, etc., that together constitute the mode of living of an individual or group.

3.6.4 Storylines: the plot of a novel, play, film, or other narrative form.

3.6.5 Moral values: They are the standards of good and evil, which govern an individual's behavior. The way moral values are developed and reach audience.

3.7 Technique of Data analysis and Interpretation:

SPSS is used for data analysis and hypothesis testing. Results were obtained by using frequency and Mean.

Chapter 4

RESULTS AND ANALYSIS

The survey was conducted in the upper, middle and lower socio-economic classes of Islamabad. The E and F sectors were included in upper class, G in middle class and few sectors of I were included in lower class of Islamabad city. It was an audience analysis.

The number of questionnaires that were distributed was 390 however; only 313 were returned which meant that the response rate was 81%. However, only 301 were included in the final analysis as the remaining five were either incomplete or the responses were unclear. The data that was thus compiled revealed that of the respondents were 14.3% male while 85.7 were female.

The respondents ranged in age from 19 to 29 years old were 53%, 30 to 39 were 29.2%, 40 to 49 were 14.3%, 50 to 59 were 2.7% and 60 to 69 were .7%.

Respondents qualification level was Masters and above 33.9%, Bachelors 36.9%, Intermediate 27.6 and matriculation 2.0%.

The respondents were asked whether Indian soap operas are popular among the audience.

4.1 Research Questions

4.1.1 RQ 1: Are Pakistani TV dramas more popular than Indian soap operas among the audience?

In order to find out whether Pakistani audiences preferred Indian dramas or Pakistani dramas, the respondents were asked to respond to various statements. Results indicated that 187 respondents suggested that they loved to watch Pakistani dramas and 172 respondents mentioned that they thought Pakistani dramas were very popular. Only 28 respondents disagreed to the first statement while 26 disagreed with the second statement.

Table 4.1: Popularity of Pakistani dramas

Statements	Disagree	Neutral	Agree
Popularity of Pakistani Dramas	28 (9%)	86 (29%)	187 (62%)
Popularity of Indian Dramas.	26 (9%)	45 (15%)	172 (57%)

All this indicates that Pakistani dramas are considerably more popular than the Indian soap operas.

4.1.2. RQ 2: What is the opinion of the public about Pakistani dramas?

In order to find out what opinion public holds about Pakistani dramas and the way language, moral values are shown in the dramas, the respondents were asked to respond to various statements. Results showed that 210 agreed that the language of Pakistani dramas is according to the norms and culture of Pakistan. Only 24 disagree to the statement and 57 respondents remained neutral about it. The statement about moral values which Pakistani dramas carry are according to the norms and culture of Pakistani were asked, the results indicated that 210 agreed to the statement, 78 disagreed and 91 were neutral about it.

In order to find out that life style shown in Pakistani dramas is realistic, and have Pakistani dramas become glamorous. The respondents were asked views on 132 respondents agreed to the statement , 102 disagreed and 58 respondents were neutral about It.

The statement about the glamour in Pakistani dramas was asked and the results indicated that 142 agreed and 126 disagreed to the statement.

Table 4.2: Public opinion about Pakistani Dramas

Statements	Disagree	Neutral	Agree
Language in Pakistani dramas is appropriate to the norms and culture of Pakistan	24	57	210
Pakistani TV dramas uphold the moral values of Pakistani society	78	91	132
The life style shown in Pakistani dramas is realistic	102	58	141
Pakistani TV dramas have become very glamorous	126	33	142

All the results indicate that people think that Pakistani dramas are realistic in nature and represents norms and culture, and moral values of Pakistani society. The results also indicated that the Pakistani dramas have become very glamorous.

4.1.3. RQ 3: Do audience perceive that Pakistani Dramas are influenced by Indian soap operas in terms of language, costumes, lifestyles, storylines and moral values?

The respondents were asked to analyze Indian influence on Pakistani dramas in terms of language, costumes, lifestyles, storylines and moral values. Results indicated that there were no clear differences with respect to moral values as 125 respondents gave a neutral response while 93 agreed and 83 disagreed. It was also found that the respondents believed that there had been

no particular influence on language as a vast majority (186) respondents disagreed with this notion.

The findings of the responses towards the influence on life style and story lines were difficult to assess as an almost equal number of respondents accepted and rejected the notion.

Table : 4.3 Indian soap dramas influence on Pakistani dramas

Statements	Disagree	Neutral	Agree
The moral values shown in Pakistani TV dramas are influenced by the moral values shown in Indian soaps	83	125	93
Language in Pakistani dramas is influenced by the language used in Indian soaps	186	43	72
The life style shown in Pakistani dramas copies the life style shown in Indian dramas	129	58	114
The story lines adopted in Pakistani dramas are influenced by the story lines in Indian soaps.	128	48	125
The costumes worn in Pakistani dramas are influenced by Indian Soaps.	50	83	168

In all, the findings of the study revealed that the only significant influence has been on costumes while language, life style, story lines as well as moral values are not significantly disturbed.

4.1.4. RQ 4: Do audience perceive that gender and relationship depictions in Pakistani Dramas are influenced by Indian soap operas.

The respondents were asked to analyze whether Pakistani dramas are influenced by Indian soap operas in term of gender depiction. The results indicated that men are not depicted similarly the

men are depicted in Indian soap operas as 121 disagreed to the statement of men similar depiction and 92 were neutral. The respondent also disagreed to the similarity of women depiction as 157 disagreed.

The depiction of relationship and similarity between Indian soap operas and Pakistani dramas statement showed no clear difference as 134 agreed and 122 disagreed to the statement.

Table: 4.4 Influence of Indian soaps on Gender depiction of Pakistani dramas

Statements	Disagree	Neutral	Agree
The way men are depicted in Pakistani dramas are similar to the way men are depicted in Indian dramas.	121	92	86
The way women are depicted in Pakistani dramas is similar to the way women are depicted in Indian dramas.	157	44	100
The way relationships are depicted in Pakistani dramas is similar to the way relationships are depicted in Indian soaps.	122	45	134

The findings about gender depiction revealed that there is no similarity in the depiction of genders .The responses towards the relationship influence were difficult to assess as an almost equal number of respondents accepted and rejected the notion.

4.1.5. RQ 5: Are there class differences in the perception of the influence of Indian dramas?

(a): Does the popularity of Indian and Pakistani dramas differ amongst the different classes?

In order to find out whether there were class differences in the popularity of Indian and Pakistani plays, one way ANOVA tests were conducted. Results indicated that there was no difference in

the attitude towards Pakistani plays. However significant differences were found between the Upper classes as compared to the middle and lower class's attitude towards Indian dramas. A one Way between group analysis of variance was conducted to explore difference in opinion of audience about popularity of Pakistani dramas and Indian soap operas with respect to socio-economic classes. The audience group was divided in upper, middle and lower class.

There was no statistically significant difference in popularity of Pakistani dramas at $p > .05$ and mean score of three groups $(2, 298) = 3.513, p = .031$.

Table :4.5(1) Popularity of dramas amongst different classes

		Sum of Squares	Df	F	Sig.
Popularity of Pakistani Dramas	Between Groups	6.641	2	3.513	.031
	Within groups	281.632	298		
Popularity of Indian Dramas	Between Groups	7.900	2	6.066	.003
	Within Groups	194.047	298		

But the difference in popularity of Indian dramas is highly significant at $p < .05$ and mean scores of three groups $(2, 298) = 6.066, p = .003$. Post Hoc comparisons using the Tukey Test showed that opinion of upper class ($M = 2.92, SD = 4.494$) is significantly different from opinion of middle class ($M = 2.55, SD = .716$) and lower class ($M = 2.56, SD = .713$). But there is not much significant difference in Middle and lower class.

4.5.2(b): Does the perception of Indian influence on language, costumes, lifestyles, storylines, moral values and gender depictions found in Pakistani Dramas differ amongst the different classes?

ANOVA tests were applied to test the differences in the perception of Indian influence on the language, costumes, life styles, story lines and moral values of Pakistani dramas. Results indicated that there was significant difference in the perception of the influence of language, storylines, moral values and gender depiction.

Table: 4.5 (2) depiction of moral values and socio-economic class difference

		Sum of Squares	Df	F	Sig.
The costumes worn in Pakistani dramas are influenced by Indian Soaps.	Between Groups	18.871	2	9.118	.000
	Within Groups	308.371	298		
The life style shown in Pakistani dramas copies the life style shown in Indian dramas	Between Groups	127.742	2	96.372	.000
	Within Groups	197.501	298		
The way relationships are depicted in Pakistani dramas is similar to the way relationships are depicted in Indian soaps.	Between Groups	29.853	2	12.291	.000
	Within Groups	361.901	298		

A one Way between group analysis of variance was conducted to explore difference in opinion of audience about popularity of Pakistani dramas and Indian soap operas with respect to costumes worn by the actors. The audience group was divided in upper, middle and lower class.

There was a statistically significant difference in the perception of the costumes worn by actors at $p > .01$ and mean score of three groups (2, 298) =9.118, $p=.000$.

A one Way between group analysis of variance was conducted to explore difference in opinion of audience about popularity of Pakistani dramas and Indian soap operas with respect to life style shown in Indian dramas. The audience group was divided in upper, middle and lower class.

There was a statistically significant difference in the perception of the costumes worn by actors at $p > .01$ and mean score of three groups $(2, 298) = 96.372, p = .000$.

A one Way between group analysis of variance was conducted to explore difference in opinion of audience about popularity of Pakistani dramas and Indian soap operas with respect to relationships depiction in Pakistani and Indian dramas is similar. The audience group was divided in upper, middle and lower class.

There was a statistically significant difference in the perception of the costumes worn by actors at $p > .01$ and mean score of three groups $(2, 298) = 12.291, p = .000$.

Results depicted that upper class perceives that there is no significant influence on costumes, life styles and relationship depiction on our dramas but the middle n lower classes have different perception.

Chapter 5

DISCUSSION

This world is now a globalized village same change has been brought in Media globalization which is now linked with the media imperialism. The global media empire plays major part in the working of global networks of communication. These media networks are responsible for shaping our minds, traditions, values and foreign ideologies. Imperialism through media has resulted in homogenizing the whole world.

The first research question results indicated that Pakistani soap dramas are considerably more popular. Many researchers have found that soap operas are a very popular genre (Jordon, 1961; Hobson, 2002; Arpita, 2007). Other researchers conducted have found that girls have the greater tendency to pay attention on what they are watching on television (Saffhill, 1996).

The researchers also showed that majority of the girls discuss the happenings of soap operas and storylines with their friends and family members. They don't want to miss anything related to soap so the details are shared and predictions are made in advance about the future events. Girls enjoy every bit of it. The likeness for soaps is reflected in their behavior. "They perceive themselves as an active audience with the genre". (Saffhill, 1996).

Second statement was about the public opinion of Pakistani dramas in which questions were asked about the norms and moral values of Pakistani dramas. The results of the survey showed that Pakistani dramas are realistic in nature and are according to norms and culture of our society. The question which was asked about the presence of glamour indicated that Pakistani

dramas have become very glamorous. The findings revealed that the only significant influence has been on costumes while language, life style, story lines as well as moral values are not significantly disturbed. Elasmar & John (1997) the viewing of foreign television gives boom to foreign market and helps the market to flourish due to high purchase of clothes and other products by the audiences. This also increases the familiarity with the country and the audience gets to know more about that country.

Tariq (2004) argued bollywood movies attract the audience with attires, life styles, colorful dresses and makeup along with jewellery which were in turn being followed in Pakistan by the women.

Third statement was about the audience perception that Pakistani Dramas are influenced by Indian soap operas in terms of language, costumes, lifestyles, storylines and moral values. In all, the findings of the study revealed that the only significant influence has been on costumes while language, life style, story lines as well as moral values are not significantly disturbed.

Fourth statement was about the gender and relationship depictions. The findings about gender depiction revealed that there is no similarity in the depiction of genders .The responses towards the relationship influence were difficult to assess as an almost equal number of respondents accepted and rejected the notion.

Fifth statement “ the perception and popularity of Indian influence on language, costumes, lifestyles, storylines, moral values and gender depictions found in Pakistani Dramas differ amongst the different classes? ” Upper class perceives that there is no considerable influence on costumes, life styles and relationship depiction but the middle and lower classes have different

perception. Qurat-ul-Ain (1998) in her study is at the view that even the national channel PTV content is not free from foreign culture elements. The different media exposure has different effects of foreign culture display. Education plays vital role in creating and receiving more effects. The highly educated people are not at the receiving end as compared to less educated people but they are capable of creating more effects. On the other hand, the people with low level of education receive more effects

The general findings revealed that the majority respondents Majority of the respondents depicted Pakistani dramas channels are more popular among them. Ali (2001) and Shahbaz (2004) conducted studies on the “Impact of satellite television channels on the people living in Lahore” and the “Impact of Star Plus dramas on youth in Pakistan” respectively, has concluded that the impact of Indian drama channel star plus has affected the youth of middle class. The dramas are promoting modernism and liberalism in Pakistani society. The impact extends to the influence the social norms and values in the middle class. The survey concludes due to the deep impact of the Indian dramas channel the thinking of Pakistani youth is under the pressure and influence of foreign cultural values. The intermingling of western and eastern cultures has resulted in creating an international culture in which daily life style of a middle class Pakistani has been affected. The costumes, food, language, social conduct and architect have also been affected.

This research focused on the impact of Indian soap operas on Pakistani dramas. This study was taken up to find out the cultural effects of Indian soaps on Pakistani dramas (if any). It analyzed how content, storylines, language, costumes and relationships of Indian soaps affect the content of Pakistani dramas. The research contributed towards creating social and cultural change or transferring values. It also analyzed whether the audiences of Islamabad city belonging to upper

, middle and lower socio-economic classes perceives it differently and finally it analyzed whether the Indian dramas are more popular than Pakistani dramas or not. This study argued change in Pakistani dramas of Geo and Hum TV through Indian soap operas shown on cable TV and its impact on the daily life style of people, their domestic activities, the family social communication takes place , the spending habits and the cultural practices which includes language, costumes, religion etc. The results depicted that Pakistani dramas observe considerably different values and life patterns from the neighboring country dramas.

Conclusion

This study explored the “Acculturation process: impact of Indian soap operas on Geo and Hum TV dramas” From the results of this survey; interestingly it has proved that Pakistani dramas are considerably more popular than Indian soap operas.

Pakistani dramas proved to be a good competitor to Indian soaps, which usually have stereotyped characters and set-ups being adapted from novels, Pakistani serials had an edge over Indian soaps with their focus on content rather than on the grandeur. Although the current change has not impacted our culture and the effects are minimal and subliminal but the exposure of our youth to these liberal channels can influence them. Acculturation process can only take place over the period of time but till now the acculturation has not occurred and Pakistani dramas has maintained its values to some extent.

The study also revealed that Indian soap opera has considerably less impact on our dramas except on costumes and life style has become more glamorous. The indianization element is not found in GEO and HUM TV dramas. Interestingly, the popularity of Pakistani dramas is considerably more than soap operas. Geo and Hum TV are liked by the audience because they have strong story plot and characters. Pakistani dramas portray the reality of our society and highlights social evils and issues within the limits of our moral values. Audience perceive that the gender depiction is not similar the way gender is depicted in soap operas where female gender is given extreme roles very negative to very positive and men are always depicted in a very submissive roles and as henpecked husbands. The study reveals that the more educated and

socio-economically strong class of Islamabad city perceives there is no impact of these soaps but the middle and lower middle socio-economic classes carry different opinion.

Recommendations

It is recommended that there are minimal effects or impact of Indian soap operas on Pakistani dramas. Interestingly, this research concluded that the Indian content shown on Pakistani channels has impact on our costumes only and the dramas have become glamorous. Complete or partial.

The influence of Turkish dramas needs to be studied in the current scenario. The study should focus on the potential threat if any, caused by Turkish dramas on our language , moral values or religion.

PEMRA should play its role positively and keep a check on the content of this very influential medium, besides ensuring freedom. It should ensure that these shows are providing audience with conclusion and better options.

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APPENDIX I

IMPACT OF INDIAN SOAP OPERAS ON GEO AND HUM TV DRAMAS

The findings from the following questionnaire will only be used to fulfill the requirements of an MS Thesis at International Islamic University, Islamabad and the research is strictly for academic purposes only

Encircle the correct option

Age Group: 19-29 30-39 40-49 50-59 60-69 Gender: Male Female

Education Level: Islamabad Sector:

	STATEMENT	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I watch TV everyday					
2.	I watch TV for more than 2 hours each day					
3.	I love to watch Pakistani TV dramas					
4.	I often watch Indian dramas / Soaps					
5.	The language used in Pakistani dramas is appropriate to the norms and culture of Pakistan.					
6.	The language used in Pakistani dramas is influenced by the language used in Indian Soaps.					
7.	The costumes worn by the actors in Pakistani dramas are according to the norms and culture of Pakistan.					

8.	The Costumes worn in Pakistani dramas are influenced by Indian Soaps.						
9.	The life style shown in Pakistani dramas is unreal.						
10.	Pakistani TV dramas have become very glamorous.						
11.	The life style in Pakistani dramas copies the life style shown in Indian Soaps.						
12.	Pakistani TV dramas uphold the moral values of Pakistani society.						
13.	The moral values shown in Pakistani TV dramas are influenced by the moral values shown in Indian Soaps						
14.	The story lines adopted in Pakistani dramas are according to the norms and culture of Pakistan.						
15.	The story lines adopted in Pakistani dramas are influenced by the story lines in Indian Soaps						
16.	Pakistani TV dramas depict men in a manner appropriate to the norms and culture of Pakistan.						
17.	Pakistani TV dramas depict women in a manner appropriate to the norms and culture of Pakistan.						
18.	The way men are depicted in Pakistani dramas is similar to the way men are depicted in Indian Soaps						
19.	The way women are depicted in Pakistani dramas is similar to the way men are depicted in Indian Soaps						
20.	The way relationships are depicted in Pakistani dramas is similar to the way relationships are depicted in Indian Soaps						
21.	Pakistani dramas are very popular						
22.	Indian dramas/ Soap operas are very popular						

My favorite Entertainment Channels are:

Hum Geo PTV Home ARY Indus Vision Express TV Others (please specify): _____

My all time favorite dramas are:

*****Thankyou*****