

TO 8272

**EFFECTS OF INDIAN PROGRAMS ON PAKISTANI CULTURE**



By

Sania Nawaz

Reg. no. 91-FSS/MSCMC/F09

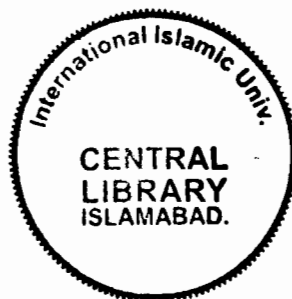
Supervisor

Shazia Iram

Department of Media and Communication studies

International Islamic University Islamabad

2011



Accession No TH 8272

MA/MSc  
302: 2305491  
SAE

Mass media - pakistan - Audiences

Mass media and culture - pakistan

**DATA ENTERED**

Amr  
07/2/13

## **Dedication**

To My Beloved Parents I'm here just because of their blissful love, always showered on me and their continuous encouragement at every step of my life. I am also thankful to my brother Muhammad Shezad and my best friend Asma Yousuf.

# **Effects of Indian programs on Pakistani society**

By

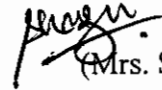
Sania Nawaz

MSC Media and Communication

91-FSS/MSCMC/F09

It is accepted that by the Department of Media & Communication Studies, Faculty of Social Sciences, International Islamic University, Islamabad, for the partial fulfillment of requirement for the award of degree of MSC Media and Communication Studies.

Supervisor

  
(Mrs. Shazia)

2011

International Islamic University Islamabad

Faculty of social sciences

Center for Media & Communication studies

Date: 13-9-11

Final approval

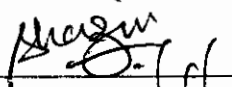
It is certified that we have read this thesis submitted by Sania Nawaz. It is our judgment that this is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for MSC in Media and Communication Studies

Vivavoice committee

Supervisor:

Shazia Iqbal

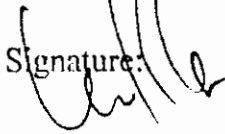
Signature:



External Examiner:

Dr. M. Khalid

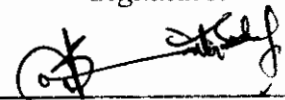
Signature:



Internal Examiner:

Shahida Sadaf

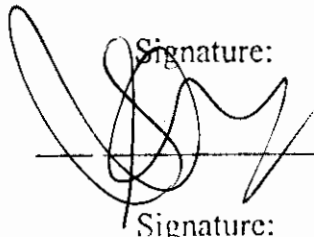
Signature:



Head of Department:

Sidra Chaudhry


Signature:



Dean FSS:

Prof. Dr. Nabeela Bano Juman

Signature:



## Declaration

I hereby declare that this project, neither as a whole nor as a part thereof has been copied out from any source. This thesis has been submitted as partial fulfillment of MSC in Media and Communication Studies to the Center for Media and Communication. This is my original work and no material has been plagiarized and any material quoted from secondary source has been provided with proper citations and reference.

14-10-2011

*Sania Nawaz*  
Sania Nawaz

Reg. no. 119-FSS/MSCMC/F09

Date: 11 July, 2011

## Table of content

<b>Chapter 1</b>	<b>Introduction.....</b>	<b>1</b>
1.1	Background.....	2
1.2	Rationale .....	5
1.3	Problem statement .....	5
1.4	Objectives .....	5
1.5	Significance .....	6
1.6	Limitations.....	6
1.7	Research questions.....	6
1.8	Hypothesis.....	7
<b>Chapter 2</b>	<b>Literature review.....</b>	<b>8</b>
2.1	Theoretical framework.....	10
2.2.1	Uses and gratification.....	10
2.2.2	Cultivation .....	11
<b>Chapter 3</b>	<b>Methodology</b>	
3.1	Descriptive and design of the study.....	12
3.2	Identification of the population of sampling method.....	12
3.3	variables.....	13

3.4 operational definition of variable.....13

**Chapter 4 Results and Findings**

4.1 Frequency tables and charts.....14

4.2 Hypothesis testing.....27

**Chapter 5 Discussion and Conclusion**

5.1 Discussion .....33

5.2 Conclusion.....37

5.3 Limitations.....38

5.4 Recommendations.....38

**Bibliography.....39**

**Annexure**



## **Acknowledgment**

I would like this opportunity to pay my humble gratitude to the Almighty ALLAH who has strengthen me all the times and enabled me to complete this thesis. I wish to thank several people. I would like to thank my supervisor madam Shazia Iram for her support and patience during the past several months. I would have not finished this project without the support of my family and friends who has always been there for me whenever I need them, the encouragement they give to keep me going and their love to empower me that never fails all the time.

Sania Nawaz

91-FSS/MSCMC/f09

## **Abstract**

*This study investigate “effects of Indian programs on Pakistani society” .Pakistani women are highly impressed by Indian soap operas .This study is consisted upon two main variables “Indian program and Pakistani society” . The independent variables are the Indian programs while Pakistani society is taken as dependent variable. By watching these channels our society may adopt certain changes that can affect our society. Some of these effects can be change in fashion, change in culture, and change in language. Indian Television channels have a great impact on our public as they are focusing their culture in their dramas rather than story.*

*Survey method has been used to conduct the results. It targeted 50 female students, 25 housewives, 25 working women and 25 male students, 25 working male. Findings may be positive or negative. The study will conclude the results how Indian dramas effect Pakistani society*

## Chapter 1

### Introduction

The apprehension of electronic media as well as the significance of its effects is as old as the history of electronic media. People always wondered how programs on electronic media affect their culture, society, values and the behavior. The negative influence of the messages delivered through these programs has always bothered people. On the other hand, the possible pro social effects of many programs always made them curious. The negative effects of television on society are one of the most researched areas of the mass media whereas the positive effects of viewing television are relatively newer area of research.

Keeping in view the concerns mentioned above, this study analysis the effect of Indian programs on Pakistani society. It is a study, which highlights effect of Indian programs on the culture, values and the behavioral patterns that is bringing about a gradual change in the society of Pakistan.

Indian movies, dramas, reality shows etc have perilous impacts on Pakistan's media, culture and public. Star Plus (one of the leading Indian channels), which has now become favorite TV channel of Pakistan viewers, almost more than any other TV channels. Government tried to ban this TV channel but people protested and wanted it back. There was a time when Pakistani dramas were better and more famous than Indian dramas; in current situation, Indian dramas are more inspiring and attractive to the people of Pakistan. The Indian programs has a great impact on our public, they portray their culture, religion and traditional events through their dramas, which influence the mentality and thoughts of people in our society. Mostly scenes of their dramas shows that family is busy in worship of God, in their dramas they mostly show their religion or they are celebrating Hindu customs, their traditional events like holy, Devali, Rakhi, and karva chaut etc, they present their women with heavy jewelry. Pakistani women perceive these women as amazing personalities and get highly impressed by them. Children are more aware from Hindu culture and language than their own culture and language, children's mix Hindi words in Urdu language and use it in their daily routine. The parents should keep an eye on their children that what they are watching and the Government should monitor what overseas channels are displaying. Pakistan channel must make those types of dramas in which they should

promote our own culture instead of broadcasting Indian programs. Our media has to show our own tradition, culture, and customs through its programs.

## **1.1 Background**

By having a look on the History of Indian drama, we come to find it as the most charming, and most appreciating part of the whole variety of drama in India, given its unbelievable reach and limit to excellence, since ancient times. India comes out from one of those countries that successfully can sing its own praises.

Television in India has been in existence for four decades. For the first 17 years, it increase haltingly and transmission was mainly in black & white. The thinkers and policy makers of the country, which had just been activist from centuries of grand rule, glared upon television, looking on at it as a luxury Indians could do without. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Sales of TV sets, as reflected by licenses issued to buyers were just 676,615 until 1977.

Television has come to the forefront only in the past 21 years and more so in the past 13. There were firstly two explosion points: the first in the eighties when color TV was introduced by state-owned broadcaster DoorDarshan (DD) timed with the 1982 Asian Games which India hosted. It then proceeded to install transmitters nationwide rapidly for worldly broadcasting. In this period no private project was allowed to set up TV stations or to transmit TV signals.

The second flash came in the early nineties with the broadcast of satellite TV by foreign programmers like CNN followed by Star TV and a little later by domestic channels such as Zee TV and Sun TV into Indian homes. Previous to this, Indian viewers had to make do with DD's chosen fare which was dull, non-commercial in nature, directed towards only education and socio-economic development. Entertainment programmers were few and far between. And when the solitary few soaps like Hum Log (1984), and mythological dramas: Ramayan (1987-88) and Mahabharat (1988-89) were televised, millions of viewers stayed glued to their sets

When, urban Indians learnt that it was possible to watch the Gulf War on television, they hurried out and bought dishes for their homes. Others turned entrepreneurs and started offering the signal to their neighbors by flinging cable over treetops and verandahs. From the large metros satellite TV delivered via cable moved into smaller towns, spur the purchase of TV sets and even the up gradation from black & white to color TVs.

DD responded to this satellite TV attack by launching an entertainment and commercially driven channel and introduced entertainment programming on its worldly network. This again fuelled the purchase of sets in the hinterlands where cable TV was not available.

The early success of the channels had a snowball effect: more foreign programmers and Indian entrepreneurs flagged off their own version from two previous channels to 1991, Indian viewers were showing more than 50 channels by 1996. Software producers emerged to provide the programming boom almost overnight. Some talent came from the film industry, some from advertising and some from journalism.<sup>1</sup>

A few popular channel of Indian television are zee TV, star plus and Sony television.

Zee TV Was established in October 1992 by Subash Chandra and it was the first satellite channel. It was established by Zee Entertainment Enterprises which broadcasts channels in Hindi as well as other local languages.

Zee TV is watched and enjoyed in over 120 countries worldwide and it is telecast in most countries in Asia, Africa, Australia, North America and Europe. Over the last 16 years of its telecast Zee TV has built a strong and greatly large viewership of more than 500 million people. The channel's South Asian Diaspora is considered one of the biggest in the field of TV channel charter. The fame of Zee TV is every growing because of the innovative, user friendly

---

<sup>1</sup> <http://www.indiantelevision.com/indianbroadcast/history/historyoftele.htm>

technology and extensive and interesting shows the channel telecasts. Zee TV also took a jump into the reality show bandwagon by airing the show Saregamapa Mega Challenge.

#### **A few popular shows on Zee TV:**

Zee TV believes in quality entertainment and this is reflected in all its shows. You have many daily serials which provide the sensational touch to the lives of the viewers. These serial are quite though provoking and they also bear asocial message. You have Aapki Antara which is about an autistic girl and how her parents deal with bringing her up. You also have Pavithra Rishta which deals with the purity of marriage. Then you also have Karol Bag which is a family story of a Delhi based family.<sup>2</sup>

Star plus is one of the first private TV channel to be launched in India in the year 1991. It has become hugely popular among the audience here. Star plus is also available in other countries like Hong Kong, Middle East, Singapore, Europe, USA, Australia and New Zealand. Star plus dominates every entertainment variety and time band across the day. Today over 65 million viewers tune in to star plus every week and spend huge time on this channel as compared to other entertainment channels.

#### **Programs of star plus:**

The programming of star plus consists of family dramas, reality shows, quiz shows as well as Bollywood movies. The channel is also known for bringing in a revolution in the Indian television world with new shows in the year 2000. The core audience for star plus has always been women, but they also produced program that would interest kids and men as well. Almost all the shows of star plus are famous among the viewers. Interestingly, the actors of the different serials of star plus are familiar by their screen names itself and not by their real names.<sup>3</sup>

Sony Entertainment Television, commonly known as Sony TV, is one of India's most popular urban Hindi-language based general entertainment channel. Based in Mumbai, Maharashtra, it is owned by Multi Screen Media Pvt. Ltd. a subsidiary of Sony Pictures Entertainment since 1995. MSM's family of channels in India include, sub TV, Set Max, set pix, AXN and Animax, distributed by MSM Discovery Private Limited.

---

<sup>2</sup> <http://www.articlesnatch.com/Article/The-History-Of-Zee-Tv/1118930>

<sup>3</sup> [http://www.indianetzone.com/4/star\\_plus.htm](http://www.indianetzone.com/4/star_plus.htm)

Son TV programming is targeted towards family audiences. The programming covers genres including drama, reality, comedy, horror, Bollywood, and live events

Electronic Media Review (2004) reports that the technology of wireless cable strengthened its roots in Pakistan in the year 1996. Shaheen Pay TV used to broadcast 10 channels but later increased the number to twelve. A majority of stakeholders now is the Southern Group.

Presently, Shaheen Pay TV is operating in three cities: Karachi, Lahore and Islamabad. The most International Channels Viewed in Pakistan.

- Star Plus
- Sahara One
- Zee Movies
- Zee Tv
- Zee Smile
- Zoom
- Star one
- Sony television

## **1.2 Rationale**

The reason of selecting this topic is that Indian dramas are influencing our culture. Especially the star plus dramas have heavy impact on our culture and social values. Indian dramas are actually trying to divert us from our own culture which we can see that the children in Pakistan are now speaking some of Indian words and also adopting their culture.

## **1.3 Problem statement**

To explore the needs of our people which tend them to watch Indian programs?

## **1.4 Objective**

The growth and the usage of cable television is rapidly increasing in Pakistan. According to Pakistan Electronic Media Regulatory Authority (PEMRA), 45 percent of the households were enjoying the cable facility in 2006(must have increased a lot by now). The growth of cable television over the years has brimmed Pakistani audience with Indian channels.

These Indian channels presenting programs, which were clearly different from the ones available on the local television, captured the attention of the people of Pakistan. There are concerns about the effects of these programs on peoples' minds and activities. So this research is conducted to find out the effects of these programs on the society.

- To analyze why people watch Indian dramas?
- To explore the changes occurring in Pakistani society by watching Indian dramas.

### **1.5 Significance**

As the Indian dramas are influencing our attitudes, it has become one of the major issues in Pakistan. With the advancement of media, people of Pakistan (especially women) are getting more and more attached with them. These long episodic dramas have become a part of our routine. There are hardly any women in Pakistan who are not addicted to Hindi dramas. House wives as well as working women are fond of Indian channels. Even if the stories of the dramas are not powerful enough, but the magic of the glamorous saarhis and expensive and unique jewelry and makeup grabs the attention of all kinds of women.

### **1.6 Limitations:**

Although this research was carefully prepared, researcher is still aware of its limitations and shortcomings. First of all, because of the time limit, the research would be conducted on a small size of population. Therefore, to generalize the results for larger groups, the study should have involved more participants at different levels. Secondly, the research is not valid in other parts of Pakistan; the research is only limited to one city and the researcher is not accessible to other parts to conduct valid results.

### **1.7 Research questions**

- Does an Indian drama create cultural change in our society?
- Does the lack of entertainment programs on Pakistani channels let the people to watch Indian programs?



- Is the Pakistani youth attracted only by the fantasized world depicted by Indian programs?

### **1.8 Hypothesis**

- There is strong impact of Indian soap operas on Pakistani socio cultural values.
- Less entertainment programs let the people to switch on Indian channels.
- There is a strong relation between Pakistani youth and fantasized world depicted by Indian program?

## Chapter 2

### Literature review

Previous researches referred as literature review can be used to get knowledge and save time, effort and money for a particular/research process. The researcher studied logical and relevant literature available on the internet and libraries across Pakistan, which helped in the completion of this study. The focal point of this study was “effect of Indian programs on Pakistani culture”. According to researches:

In February 2011, Muhammad Nawaz Mahsud, Noman Yaser and Ishtiaq Ahmed Chaudhry have done a study on Geo TV vs Star plus Dramas and Female Viewers' Perceptions. This study investigated the female viewers of Sargodha city's spending time on Urdu dramas of two of the most popular television channels the Geo TV and the Star Plus. Total 210 female viewers were interviewed in this research. Therefore, total 210 respondents equally consisting of sub groups, 70 female students, 70 working women and 70 house wives were selected. The results of this research are the viewers spend more time on watching Star Plus dramas than the Geo TV dramas. It is observed that most of the viewers watch dramas in night time for relaxation and mostly house wives change their work schedule to find time to watch their favorite dramas. The findings expose that majority of them are of the view that Star Plus dramas represent more gender interaction such as mix gathering, joint office work, drinking habits in parties, dancing, hand shaking, kissing, and modeling than Geo TV dramas. The results also show that both the channels portray the females more in ascribed roles like mother, mother in law, daughter, daughter in law, sister and wife than portraying them in professional roles like teacher, nurse, journalist, lawyer and sales girl, however, the Star Plus significantly portrays them more in ascribed roles than the Geo Tv.

Similarly Rahim (1994) conducted a survey on the impact of cable network on television and video viewing in Hyderabad-India. According to his research Cable network introduced in India in 1984 are new occurrence in media as compared to video. There were about 3,460 33cable television networks in May 1990 and over 3.3 million households in four metros namely

Bombay, Delhi, Calcutta and Madras had been cable television, with an audience of 1.6 million. However, it does not present as wide and personal selection of program's content as video but offers similar entertainment at lesser cost and overcome the problem of zapping of advertisements. Hence, it is more useful for the advertiser. He concludes that cable subscribers are mostly from upper and middle-income groups. The average time spent on watching television is 5.36 hours per day in each household. Out of this, 60 percent of time spent on watching programs on cable and 40 percent on watching other channels. The researcher reported that the major activities affected are:

- Exposure to other media and reading habits
- Interaction with children, husband, other family members, friends and neighbors
- Cooking and other household work

A research did by Sen (1993) he narrates that in today's world is the world of Convergence and everything is connected through satellites and fiber optics and it is hard to separate one from sounds, images from the west.

However, the recognized societies with rich culture and traditions never want to be snowed under or dominated by the garnishing of another foreign culture. Global culture does not mean the invasion of one culture over the other or replacing one by the other, if it is so..... Then there is less scope of development of a truly global culture, which could include interaction, integration, exchange of ideas, creative and scientific cross-fertilization. He concludes that there is no clear evidence of a global culture at present. On the contrary, evidence suggests that the third world people are changing more to their own music, art, language and customs. Prevalence of the American pop culture is more apparent in urban areas and among the elite of the third world countries but still the majority is in rural areas. The consumption of American products will more likely continue to expand the gap between the rich and the poor urban and the rural cultures.

In an interview Mohammad (1993), the prime minister of Malaysia says that we live in the age of information technology. There has been and there will continue to be an endless explosion in the field of information technology. Today we can sit in our homes, watch, and hear whatever

happens in the world. But what we see and hear is decided by media. Clearly, the people, who decide what we should see and hear, hold awful power. As the people who control the media control our minds and most likely control the world. And who control the powerful world media are not the national governments of developing or developed nations but a very few people. They have an effective weapon in the form of a worldwide television network. Today they broadcast biased news, tomorrow they will broadcast raw pornography to damage our children and destroy our culture. They are already doing that in Europe. We can control the reception today but not afterwards. He further says that Malaysia believes in press freedom but with responsibility. The above mentioned study concluded that impact of television is pervasive and stimulates the changes in viewer's lifestyle. Television is an effective tool to provoke change in a society. The present study evaluated the effect if Indian Programs on Pakistani culture type of changes occurring in viewers Islamabad - Pakistan due to the Indian programs.

In 1994, shariffadeen expressed in his study about some of the major economic, cultural and social issues faced by developing countries come up with new technology. He concludes that the new communication era should not be perceived as a purely technological trend. Its ultimate impact is social and cultural, while technological advancement is the key enabler. This new era invites a change in social and cultural patterns. At individual level, it raises the importance of mental and intellectual ability. For society, it provoked new forms of social organizations. Economic limitation will result from information growth in production and delivery of goods and services.

## **2.2 Theoretical framework**

### **2.2.1 Uses and gratification**

Bulmer and Katz's take a non-prescriptive and non-predictive point of view on media effects. They postulate that individuals mix and match uses with goals, according to specific context, needs, social backgrounds and so on. Thus, they are seen as active participants in the media consumption process. According to Derek Lane "uses and gratification theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorist says that a media

user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need.”

Researcher is applying this theory because it explains how people use media for their need and gratification and it is related to my study. The three basic needs that the researcher is going to find out in this particular study are affective needs, personal integrated needs, tension needs and cognitive needs. As this theory also holds that audience are responsible for choosing media to meet their needs. The theory suggests that people use the media to fulfill specific gratifications and their needs. Researcher will study what is role media in satisfying their needs.

### **2.2.2 Cultivation theory**

George and Gerbner developed the cultivation theory using what was probably the longest running and the most extensive program of research on the effect of television. “Television set has become a key member of a family, the one who tell most of the stories most of the time” (Gerbner, Gross Morgan, and Signorielli, 1980, p.14) Cultivation theory in its most basic form, suggests that television is responsible for shaping, or ‘cultivating’ viewers’ conceptions of social reality. Gerbner pointed out that the average viewer’s watches four hours a day but the heavy viewer watches even more. The combined effect of huge television exposure by viewers over time delicately shapes the perception of social reality for individuals and, ultimately, for our culture as a whole.

Cultivation theory states that heavy exposure to mass media, namely television, creates and cultivates attitudes more consistent with a media-conjured version of reality than with what actual reality is. According to this theory, those who are heavy viewers are affected more. It also suggests that television is responsible for cultivating conceptions of social reality, which may be true. Same in the case with Indian programs they are actually cultivating their conceptions on Pakistani society and from some extent, they might be successful. While watching those Indian programs people usually do not understand what reality is and what is not, this uncertainty may lead to cultural change. These types of programs can change people’s attitudes.

## **Chapter 3**

### **Methodology**

#### **3.1 Description and design of the study**

In order, to find out the relationship between Pakistani people and Indian dramas. The quantitative survey research method had been used in this study. The instrument was questionnaire, which was close ended. From question number 8, Likert scale had been used for evaluating. They indicated their agreement to five response options (a) strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree The purpose to use Likert in these questions was to find out what is the effect of Indian programs on Pakistani society. While in other questions, researcher gave general options, which were close ended.

Survey method for research was used for collection of data and the tool used for the survey was questionnaire, which was filled through convenient sampling. Questionnaire was given to respondents by hand and they were asked how much they spend time on watching television, what channel they usually like to watch. Further which drama they like more to watch i.e. Indian, Pakistani, English.

Respondents were asked about their gender and age because researcher wanted to see whether Indian programs are more effective on female or male. Moreover, asked about their ages because researcher also examined the effectiveness of Indian programs on different age group also asked about profession whether they are students, housewives or working male or female.

#### **3.2 Identification of the population and sampling method**

The convenient sampling had been used in this study. The rational of using convenient sampling was to collect data through people who are easily available. Sample was selected from

Islamabad

The sample size is 150 for the survey.

- 50 female students
- 25 working women
- 25 housewives
- 25 male students
- 25 working male

### 3.3 Variables

There are two variable in this study: dependent and independent variable.

- Independent variable  
Indian programs
- Dependent is  
Pakistani society

### 3.4 Operational definition of variable

The operational definition of variable in this research:

- **Indian programs:** Indian programs are operationalized in this study as Indian soap operas, reality shows, and musical programs. The focus was on Indian soap operas.
- **Pakistani society:** The following segments of the society are most affected. These segments are:
  - Female students
  - Working women
  - House wives
  - Male students
  - Working male

## Chapter 4

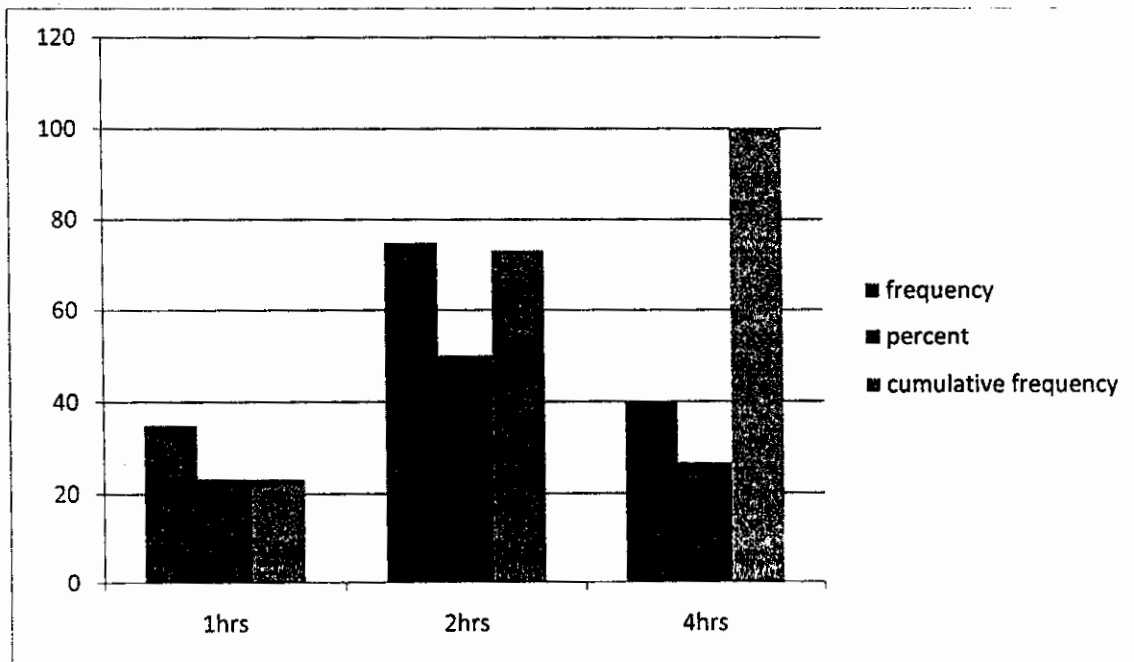
### Results and findings

#### 4.1 Frequency tables and charts

How much time you spend to watch television

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 hr	35	23.3	23.3	23.3
2 hrs	75	50.0	50.0	73.3
4 hrs	40	26.7	26.7	100.0
Total	150	100.0	100.0	

**Table 4.1.1:** Frequency table of **How much time you spend to watch television.** 23.3% respondent watch television 1 hr a day, 50% respondent 2 hrs a day and 26.7% respondent 4 hrs a day.

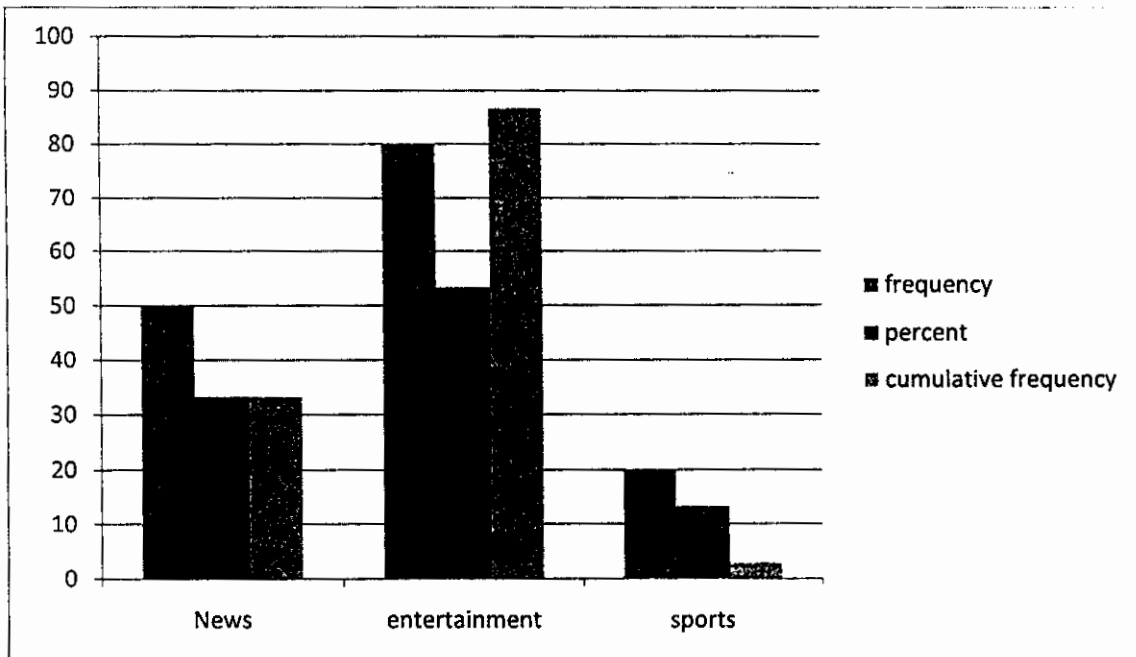




**What kind of channel do you watch**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid News	50	33.3	33.3	33.3
Entertainment	80	53.3	53.3	86.7
Sports	20	13.3	13.3	100.0
Total	150	100.0	100.0	

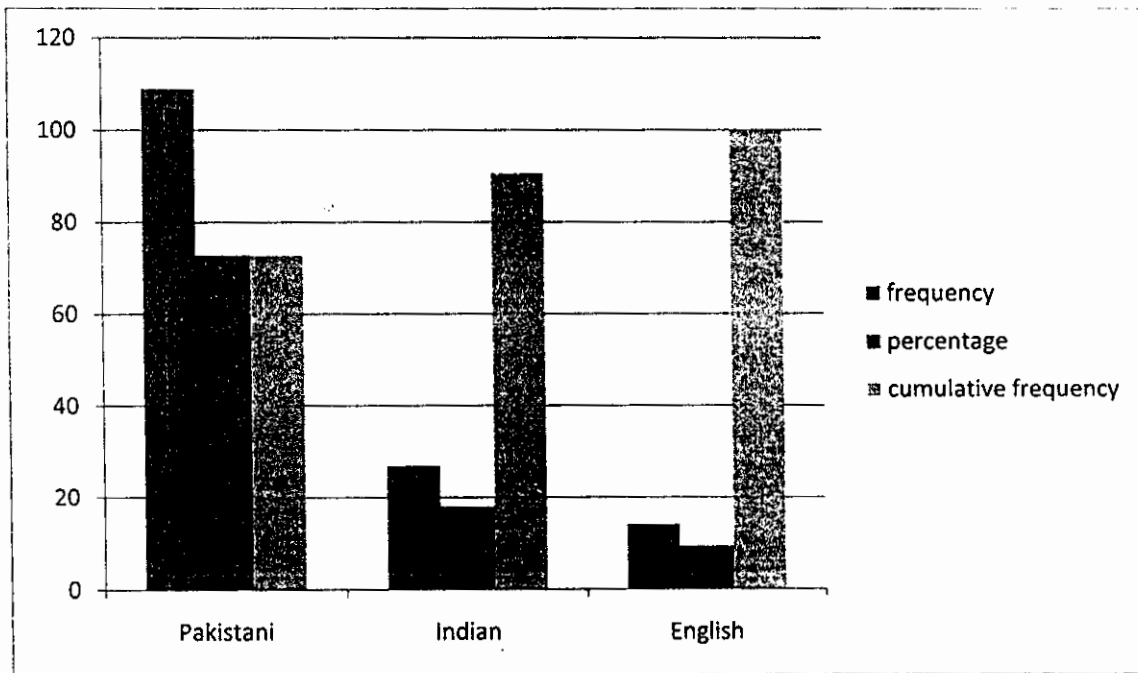
**Table 4.1.2:** Frequency table of what kind of channel do you watch. 33.3% usually watch news, 53.3% watch entertainment channel and 13.3% watch sports channel.



**Which drama you like more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pakistani	109	72.7	72.7	72.7
Indian	27	18.0	18.0	90.7
English	14	9.3	9.3	100.0
Total	150	100.0	100.0	

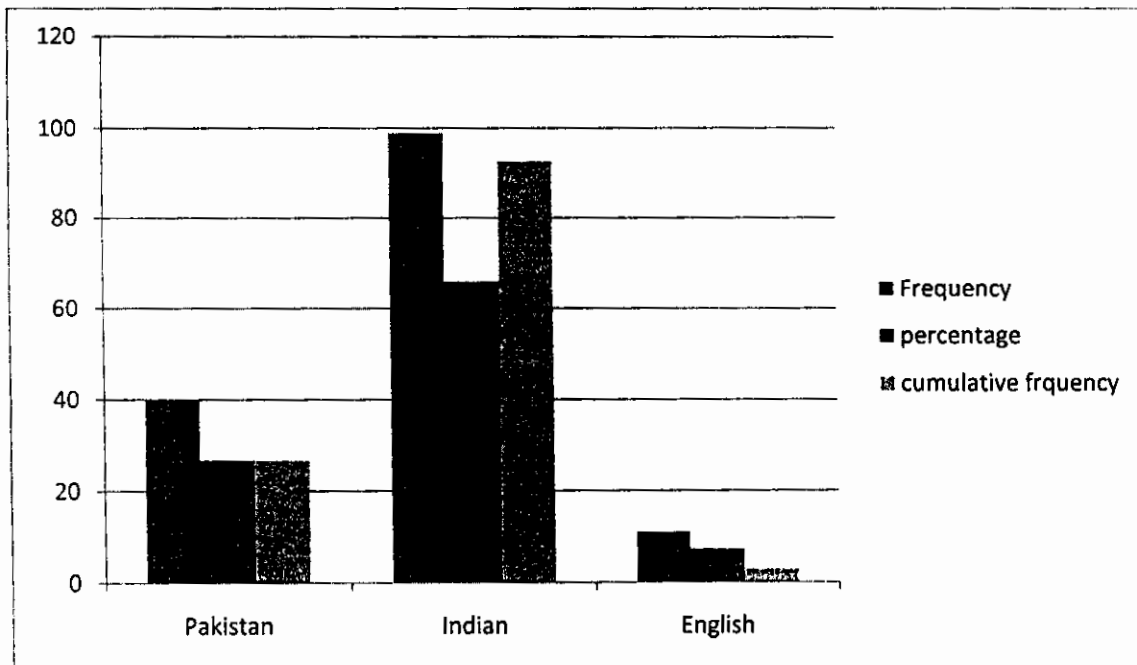
**Table 4.1.3:** Frequency table of **Which drama you like more**. Mostly like Pakistani drama that is i.e. 72% like Pakistani dramas, 18% like Indian dramas and 9.3% like English dramas.



**Which media is more promoting its culture**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pakistani	40	26.7	26.7	26.7
Indian	99	66.0	66.0	92.7
English	11	7.3	7.3	100.0
Total	150	100.0	100.0	

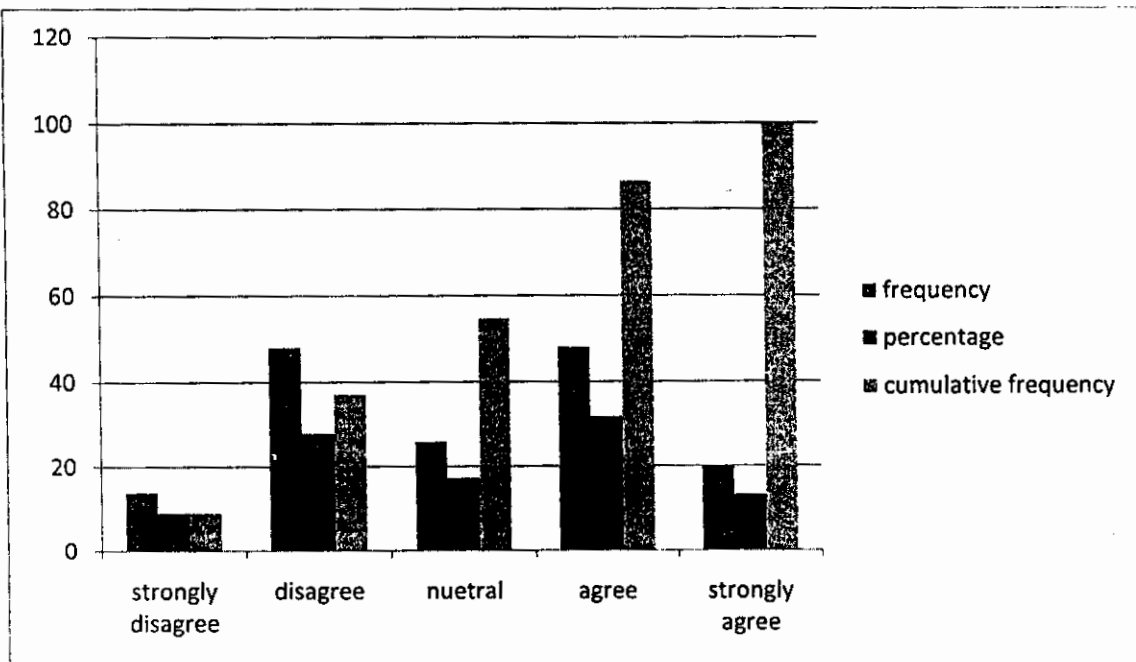
**Table 4.1.4:** Frequency table shows that 66% respondent think that India promotes its culture, while the other two promotes less e.g. Pakistani 26.7% and English 7.3%.



**Young generation is not respecting their parents. Indian dramas are contributing their share to this**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	9.3	.3	9.3
disagree	42	28.0	28.0	37.3
neutral	26	17.3	17.3	54.7
Agree	48	32.0	32.0	86.7
strongly agree	20	13.3	13.3	100.0
Total	150	100.0	100.0	

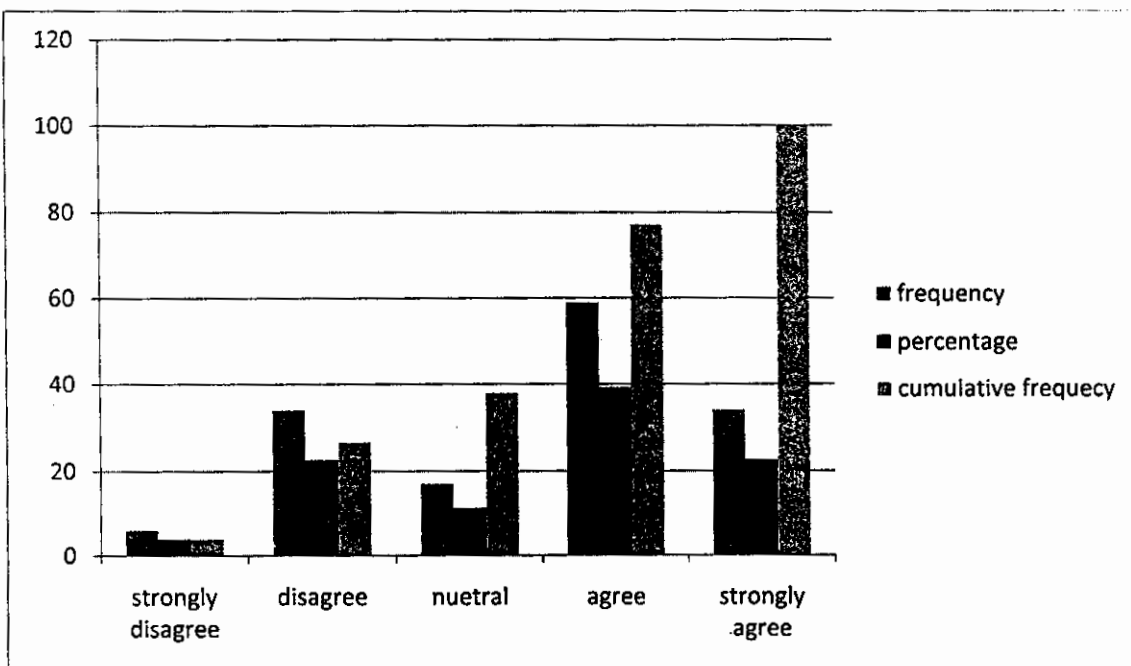
**Table 4.1.5: Frequency table of young generation is not respecting their parents. Indian dramas are contributing share their share to this.** The results represent that out of 150 respondents 9.3% strongly disagree. 28%disagree, 17.3% neutral, 32% agree, 13.3%strongly agree with the statement.



**Indian dramas are promoting boy friend and girl friend culture in Pakistani society.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	6	4.0	4.0	4.0
disagree	34	22.7	22.7	26.7
neutral	17	11.3	11.3	38.0
agree	59	39.3	39.3	77.3
strongly agree	34	22.7	22.7	100.0
Total	150	100.0	100.0	

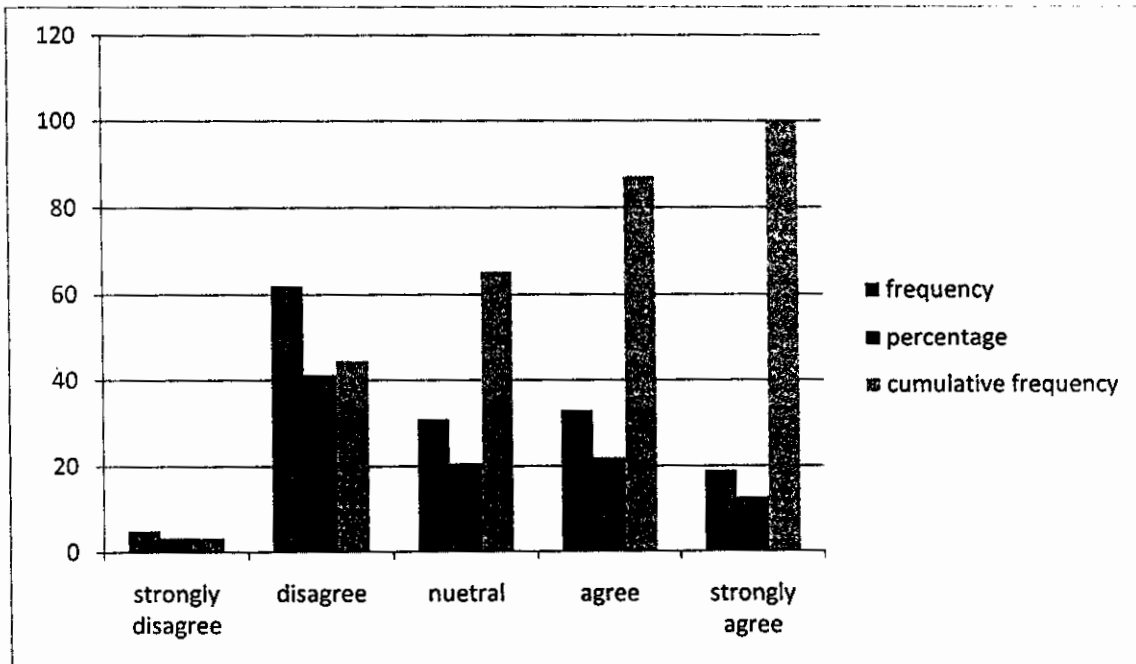
**Table 4.1.6:** frequency table shows that the **Indian dramas are promoting boy friend and girl friend culture in Pakistani society.** The result represent that out of 150 respondent 4.0% strongly disagree, 22.7% disagree, 11.3% neutral, 39.3% agree, 22.7% strongly agree with the statement that Indian culture is promoting boy friend and girl friend culture in our society.



**Indian programs are replacing our traditional greeting terms e.g.  
"salaam" and "namaskhar"**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	3.3	3.3	3.3
disagree	62	41.3	41.3	44.7
neutral	31	20.7	20.7	65.3
agree	33	22.0	22.0	87.3
strongly agree	19	12.7	12.7	100.0
Total	150	100.0	100.0	

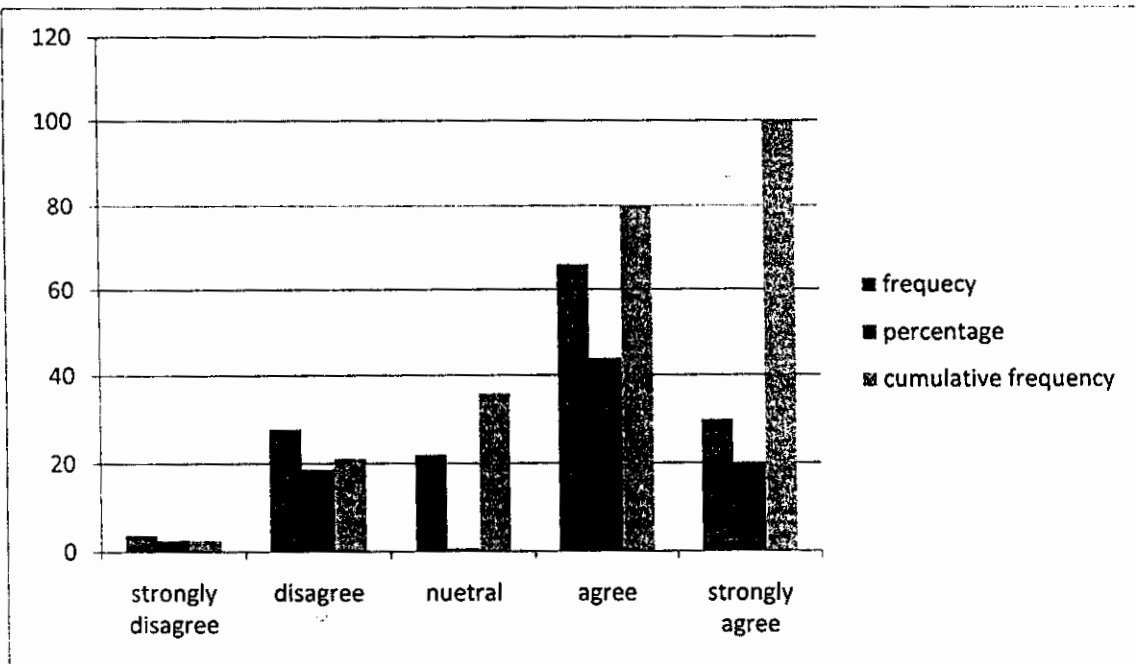
**Table 4.1.7:** Frequency table signifies that **Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar"**. 3.3% strongly disagree, 41.3% disagree, 20.7% neutral, 22.0% agree and 12.7% strongly agree with the statement.



**The more taking interest behavior of Pakistani mothers Indian programs is getting transferred into next generation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	2.7	2.7	2.7
disagree	28	18.7	18.7	21.3
neutral	22	14.7	14.7	36.0
agree	66	44.0	44.0	80.0
strongly agree	30	20.0	20.0	100.0
Total	150	100.0	100.0	

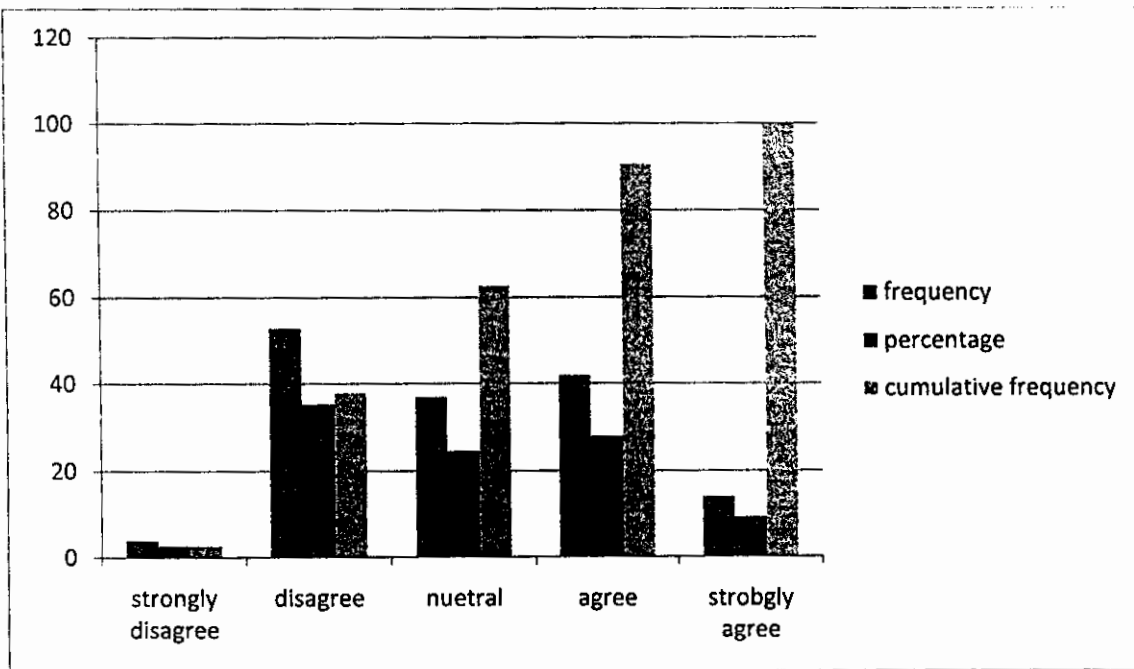
**Table 4.1.8: Frequency table of the more taking interest behavior of Pakistani mothers Indian programs is getting transferred into next generation. The result represent that 2.7% strongly disagree, 18.7% disagree, 14.7% neutral, 44% agree and 20% strongly agree with the statement that the more taking interest behavior of Pakistani mothers Indian programs is easily transfer into next generation.**



**Indian dramas are responsible for the development of attitude of asking privacy in our children**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	2.7	2.7	2.7
disagree	53	35.3	35.3	38.0
neutral	37	24.7	24.7	62.7
agree	42	28.0	28.0	90.7
strongly agree	14	9.3	9.3	100.0
Total	150	100.0	100.0	

**Table 4.1.9:** frequency table of the **Indian dramas are responsible for the development of attitude of asking privacy in our children.** 2.7% were strongly disagreeing, 35.3% disagree, 24.7% stayed neutral, 28% agree and 9.3% were strongly agreed.

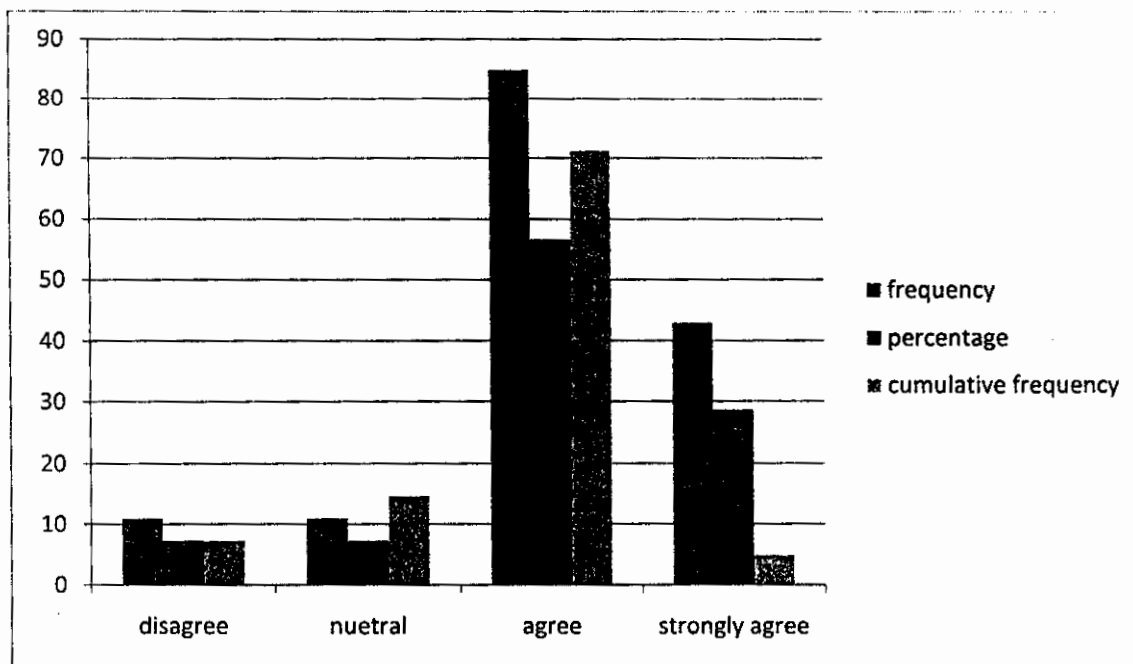




**Pakistani women taking more interest in heavy and expensive jewelry after watching Indian programs**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	11	7.3	7.3	7.3
neutral	11	7.3	7.3	14.7
agree	85	56.7	56.7	71.3
strongly agree	43	28.7	28.7	100.0
Total	150	100.0	100.0	

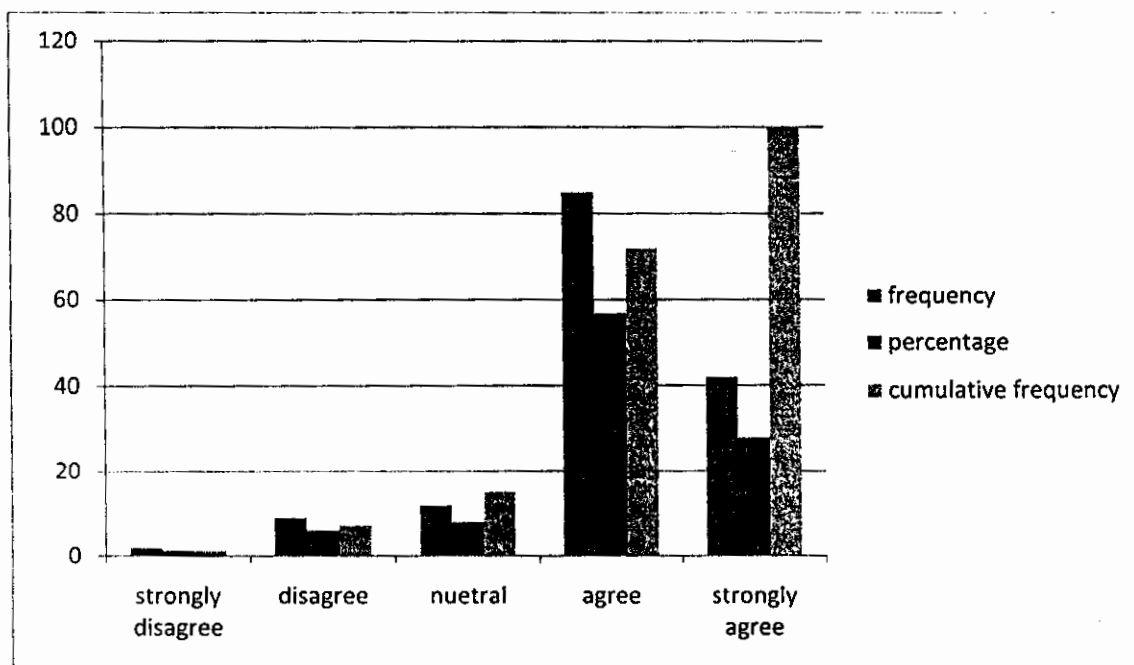
**Table 4.1.10:** The frequency table of the statement is **Pakistani women taking more interest in heavy and expensive jewelry after watching Indian programs**. Most of the people agree with 56.7%, strongly agree with 28.7%, 7.3% were neutral or disagree.



**Pakistani women taking more interest in heavy and expensive dresses  
after watching Indian programs**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	1.3	1.3	1.3
disagree	9	6.0	6.0	7.3
neutral	12	8.0	8.0	15.3
agree	85	56.7	56.7	72.0
strongly agree	42	28.0	28.0	100.0
Total	150	100.0	100.0	

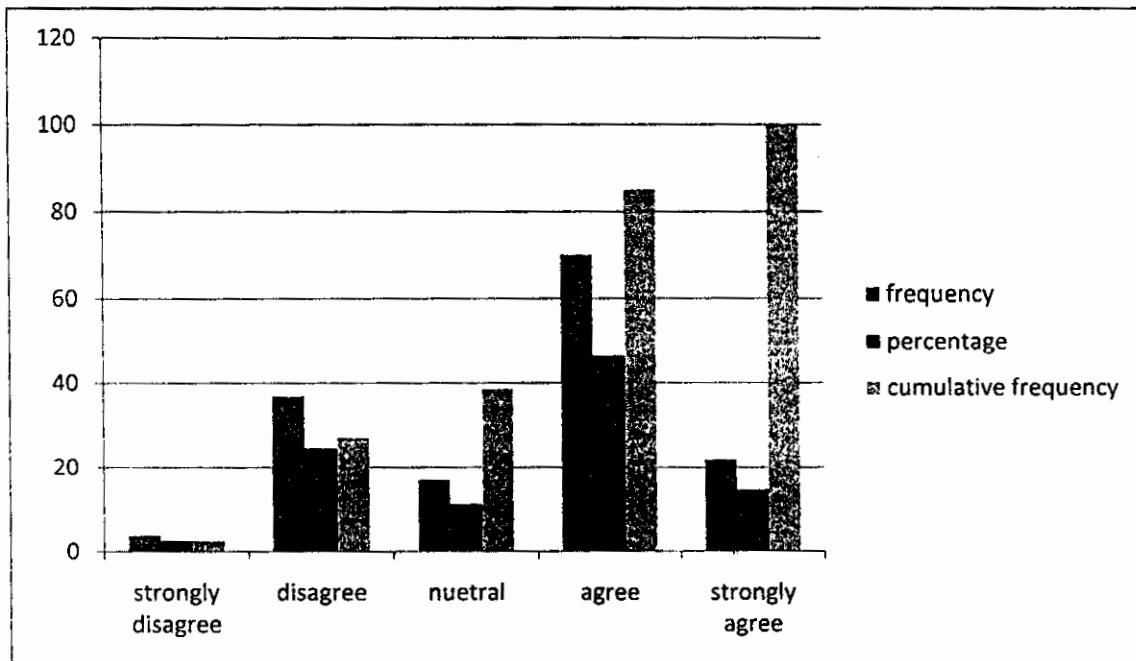
**Table 4.1.11:** Frequency table signifies that **Pakistani women taking more interest in heavy and expensive dresses after watching Indian programs.** This statement is similar to the previous one. The results are only 1.3% strongly disagree, 6% disagree, 8% neutral, 56.7% agree and 28% were strongly disagreeing with the statement.



**Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	2.7	2.7	2.7
disagree	37	24.7	24.7	27.3
neutral	17	11.3	11.3	38.7
agree	70	46.7	46.7	85.3
strongly agree	22	14.7	14.7	100.0
Total	150	100.0	100.0	

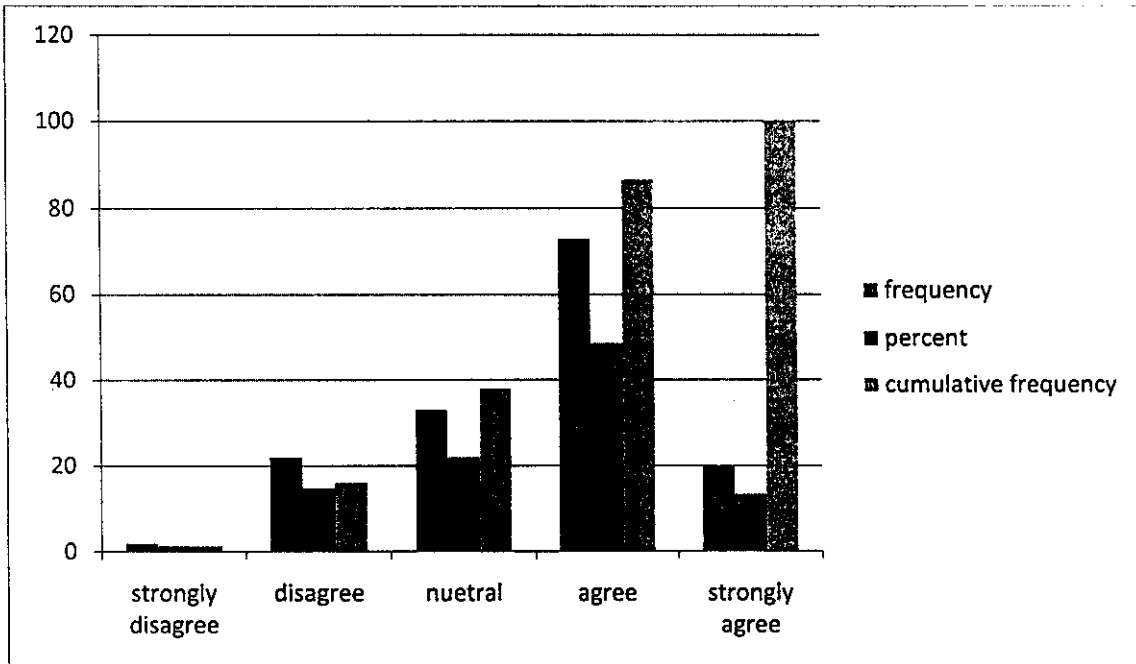
**Table 4.1.12:** Frequency table signifies that **Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas**. The results represent that 2.7% respondents strongly disagree with the statement, 24.7% were disagree, 11.3% stayed neutral, 46.7% agree and 14.7 strongly agree with the statement.



**extent of change on their family and social interaction patterns then  
who watch less**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	1.3	1.3	1.3
disagree	22	14.7	14.7	16.0
neutral	33	22.0	22.0	38.0
agree	73	48.7	48.7	86.7
strongly agree	20	13.3	13.3	100.0
Total	150	100.0	100.0	

**Table 4.1.13:** Frequency table shows that extent of change on their family and social interaction patterns then who watch less. 1.3% were strongly disagree, 14.7% were disagree. 22% remained neutral, 48.7% were agreed and 13.3% were strongly disagreeing



## 4.2 Hypothesis testing

### 4.2.1 Hypothesis 1: There is a strong impact of Indian soap opera on Pakistani socio cultural values.

To test the above mentioned hypothesis, there were three indicators to test the hypothesis 1 and they were asked like, young generation is not respecting their parents. The Indian dramas are contributing their share to this. Second was Indian program are replacing our traditional terms e.g. "salam" into "namashkar". Third Indian dramas are responsible for the development of attitude of asking for the privacy in our children and Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas. To test this hypothesis correlation coefficient is used and following results have been extracted.

#### Correlations

indicators	Young generation is not respecting their parents. Indian dramas are contributing their share to this	Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar"	Indian dramas are responsible for the development of attitude of asking privacy in our children	Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas
Young generation is not respecting their parents. Indian dramas are contributing their share to this		.209*	.373**	.228*
Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar"	.209*		.354**	.332*
Indian dramas are responsible for the development of attitude of asking privacy in our children	.373**	.354**		-.076
Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas	.228**	.332**		

\*. Correlation is significant at the 0.05 level (2-tailed).

Table1.1 impact of Indian soap opera on Pakistani socio cultural values.

Statistics shows that correlation(r) is significant at the 0.05 level

Statistics shows that there is a positive relationship between the two indicators “Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar" and “Young generation is not respecting their parents Indian dramas are contributing their share to this “with the significant value of .209\*. It means that after watching Indian programs there is a strong impact on young generation.

Statistics shows that there is a very strong relationship between the two indicators “Indian dramas are responsible for the development of attitude of asking privacy in our children” and “Young generation is not respecting their parents Indian dramas are contributing their share to this” with a significant value of .373\*\*. It shows that Indian programs are the source of changing the attitude of young generation.

Statistics shows that again there is a very strong relationship between the two indicators “Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas” and “Young generation is not respecting their parents. Indian dramas are contributing their share to this” with the significant value of .228\*\*.

Statistics shows that the two indicators shows the very strong relationship between “Indian dramas are responsible for the development of attitude of asking privacy in our children” and “Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar"” with the significant value of .354\*\*.

Statistics shows that again a significant relationship exists between the indicators “Indian programs are replacing our traditional greeting terms e.g. "salaam" and "namaskhar" and Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas” with a significant value of .332\*\*. It means that Indian programs are changing our traditional values.

Statistics shows that there is negative relationship between Indian dramas are responsible for the development of attitude of asking privacy in our children and Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian dramas with a value of -.070.

This result strongly approves the hypothesis that there is a strong impact of Indian soap opera on Pakistani socio cultural values.

**4.2.2 Hypothesis 2: Less entertainment program let the people to switch on Indian channel.**

To test the above mentioned hypothesis, there were two indicator to test the hypothesis2 and they were ask alike, which drama you like more second was which media is more promoting its culture. To test this hypothesis correlation coefficient is use and following result have been extracted.

**Correlations**

Indicators	Which drama you like more	Which media is more promoting its culture
Which drama you like more		.180*
Which media is more promoting its culture	.180*	

TH8272

## Correlations

Indicators	Which drama you like more	Which media is more promoting its culture
Which drama you like more		.180*
Which media is more promoting its culture	.180*	

\*. Correlation is significant at the 0.05 level (2-tailed).

Table 1.2 less entertainment program let the people to switch on Indian channel.

Statistics shows that correlation( $r$ ) is significant 0.05 levels.

Statistic shows that the indicators “which drama do you like more” and “which media is more promoting its culture” has a positive relationship with a significant value of .180\*.

This result positively approves the hypothesis that there is a positive relationship between media promoting its culture and drama liking.

This result strongly approves the hypothesis that Less entertainment program let the people to switch on Indian channel.



**4.2.3 Hypothesis 3: there is a strong relationship between Pakistani youth and fantasized world depicted by Indian programs?**

To test the above mentioned hypothesis, there were two indicators to test the hypothesis3 and Indian dramas are promoting boy friend and girl friend culture in Pakistani society and Indian dramas are responsible for the development of attitude of asking privacy in our children. To test this hypothesis correlation coefficient is use and following result have been extracted

**Correlations**

indicators	Indian dramas are promoting boy friend and girl friend culture in Pakistani society.	Indian dramas are responsible for the development of attitude of asking privacy in our children
Indian dramas are promoting boy friend and girl friend culture in Pakistani society.		.570**
Indian dramas are responsible for the development of attitude of asking privacy in our children	.570**	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Statistics shows that there is a significant relationship between the two indicators “Indian dramas are responsible for the development of attitude of asking privacy in our children” and “Indian dramas are promoting boy friend and girl friend culture in Pakistani society” with a significant value of .570\*\*. It means that Indian programs through media promoting its culture. And endorse whatever they want.

The relationship is expressing that the results strongly approves the hypothesis that there is a strong relationship between Pakistani youth and fantasized.

## Chapter 5

### Discussion and Conclusion

#### 5.1 Discussion

The present study investigated the effects of Indian programs on Pakistani society. The main focus was on how Indian programs influence Pakistani society with respect to their culture, language and tradition. The research also examined that which gender and people related to different professions influenced more towards Indian programs.

From many years, Indian channels are getting popular around the world mostly at subcontinent. The soap serials are grabbing viewer's attention more rapidly since many years. As a result, the programmers and the program content is getting increasingly indiscreet and indecent. Indian Television is being bombarded with soap operas and reality shows. They are the source of inspiration for the youth and the housewives both in negative and positive ways. If we see according to our society and culture, the Indian TV shows today have a lot of negativity, abusive language and in some cases undue explicit content even in the prime time slot – that is accessible to the children in the house. At the same time, it is spreading the moral of being respectable to our elders in some way. Another important factor is that it motivates women for their rights and to fight for their survival.

According to an article presented in June 10, 2010. The biggest markets for these Indian TV channels though are the housewives who have a good amount of free time in their hands. Indian TV channels like Zee TV, Star TV, Sony TV, Colors TV, Sahara TV, NDTV Imagine, Star One, and Sab TV are among the more popular channels that are ruling the Indian TV market. Zee TV Serials it is said are the most watched all around the world. The list of Indian serials led by these modern day, house politics filled soap operas starts with the name 'Kyunki Saas Bhi Kabhi Bahu Thi', which made icons out of women like Smriti Irani a.k.a. Tulsi.

Our society is being effected by these channels and their programs either directly or indirectly in many ways.

- As household women are addicted to these serials, they get affected by them more as these are nonstop programs each with a new spicy story.
- It brings vicious and unhealthy ideas in the minds of the audience members which are also men, old people and even youngsters.
- Women are fond of these dramas and conversations are related to them, they pay much attention to them instead of doing one's own duties – be it household work by wives, home work or playing by children, and even quality family time together by the whole family is being sacrificed in the name of these serials
- The mischievous and certainly unhealthy plans that the serial characters plot against each other basically helps spreading bad and devilish impact on the viewers. As these types of images are source of inspiration for those who watch them regularly, they get inspired by the type of family political plans and hence apply them in their lives.
- People are wasting their time and cognitions into these unrealistic and uncultured programs, they are getting idle day by day. They waste their creative powers in these non senses.
- In our society, adopting Hindu culture is never appreciated and it is also against to our religion, people who are fond of these soaps are actually adopting their everyday life styles and even talk the same way by using Hindi words, this is probably the first step of going backwards when the nation loses its identity.
- Many people, like girls, they start day-dreaming and gets withdrawn from the reality. They think that their prince will come one day who would be very rich and would be sleeping on gold's pillow. That is merely because of the unrealistic dramas in which they deal with 500 crores daily. This is a curse in their society, they have one of the most high poverty rate in the world then there's a thing that provokes our minds that why they express themselves as living in gold houses.

Rahim (1994) conducted a survey on the impact of cable network on television and video viewing in Hyderabad-India. According to his research Cable network introduced in India in 1984 are new occurrence in media as compared to video. There were about 3,460 cable television networks in May 1990 and over 3.3 million households in four metros namely Bombay, Delhi, Calcutta and Madras had been cable television, with an audience of 1.6 million.

However, it does not present as wide and personal selection of program's content as video but offers similar entertainment at lesser cost and overcome the problem of zapping of advertisements. Hence, it is more useful for the advertiser. He concludes that cable subscribers are mostly from upper and middle-income groups. The average time spent on watching television is 5.36 hours per day in each household. Out of this, 60 percent of time spent on watching programs on cable and 40 percent on watching other channels. The researcher reported that the major activities affected are:

- Exposure to other media and reading habits
- Interaction with children, husband, other family members, friends and neighbors
- Cooking and other household work

The present study defines that there is an effect of Indian programs on Pakistani society. People do watch Indian content and get influenced. Let's take the example of house wives, they use to watch Indian dramas and may get influenced by their jewelry and living standards and try to implement it in their lives. As well as working women, when they get enough free time they prefer to watch Indian dramas or reality shows and these reality shows inspire them. They used to adapt their language and fashion styles. Young generation plays a vital role in making societies. Youth like students, they also watch Indian programs and watch them with great interest. If talk about working males, they might not be much interested in Indian drams but interested in reality shows and other stuff like musical shows and comedy shows which definitely influenced them. Sometimes Pakistani media shows Indian content in a great amount that the viewer has no choice to switch the channel.

H1 proposed that there is a strong impact of Indian soap opera on Pakistani socio cultural values. Young generation is not respecting their parents and Indian programs are contributing on this, Indian programs are replacing our traditional terms, Indian dramas are responsible for asking the privacy in our children and Indian traditional events are getting into our culture through Indian dramas, which was approved by h1 by using correlation which shows that there is a significant relationship between Indian soap opera and Pakistani socio cultural values because increase of Indian soap opera on Pakistani television have a greater impact on Pakistani socio cultural values.

H2 proposed that less entertainment program let the people to switch on Indian channel. There are two indicators to prove this hypothesis, which drama you like most and which media is promoting its culture which was proved by using correlation which shows was strongly approved the hypothesis and this shows that because of less entertainment programs in Pakistani television let the people to switch on any Indian channel.

H3 proposed that there is a strong relationship between Pakistani youth and fantasized world depicted by Indian program? There is a strong relationship between the two indicators, Indian dramas are responsible for the development of attitude of asking privacy in our children and Indian dramas are promoting boy friend and girl friend culture in Pakistani society. This result shows that there is a strong impact on Indian programs on Pakistani youth; Indian dramas don't show the reality in their dramas.

## **5.2 Conclusion**

The results shows that the more and more and more Indian content on Pakistani channel attract the people more towards Indian tradition. Exposure to the world through the tech is not bad but adopting theirs culture, tradition religion, language and style of living (good or bad) without considering the harms and the effects could be a great challenge for any society.

The present and the previous ones also indicate that the Indian content has been induced to a great extent in the Pakistani society and their cultural and traditional values. Two most important segments of the Pakistani society i.e. house wives and the youth who are responsible for nation building in future are being highly effected and inspired through Indian programs that can be a challenge for the survival of Pakistani society and culture.

### **5.3 Limitations Of the study**

Research cannot be completed without having any hurdles or obstacles, these hurdles are referred to as limitations of the research. Although this research was carefully prepared, the researcher is still aware of its limitations and shortcomings.

- First of all, because of the time limit, the research was conducted on a small size of population to generalize the results for larger groups; the study should have involved more participants at different levels.
- Secondly, the research is not valid in other parts of Pakistan; the research is only limited to one city and the researcher is not accessible to other parts to conduct valid results.
- It took a time to reach target of 150 populations.
- Some respondents did not allow us to enter in their homes and if they did they refused to fill the questionnaire, because they thought it to be useless.
- Having no personal conveyance and traveling in public transport was also a big hurdle in the completion of the study.

### **5.4 Recommendations**

The study on the effect of Indian programs on Pakistani society was conducted in limited time and resources that is why the focus was also limited. It is recommended that for future research in effects of Indian programs can be measured in different Pakistani societies and its level can be checked in different ways.

Moreover, how Indian programs can be removed and how it can be minimized and use different techniques for the induction of Indian program on Pakistani society.

Also, the reaches done in different institutions must be published in overall media of Pakistan so that Pakistani channels try to improve their quality of programs.



## Bibliography

1. Brohi Kamran (March 20, 2010), "the impact of star plus and other channels on Pakistani society" Retrieve May 20, 2011
2. Cristi Marin. "The history of zee TV" Retrieve March 28, 2011-08-22 from  
<http://www.articlesnatch.com/Article/The-History-Of-Zee-Tv/1118930>
3. Electronic Media Review, (January 2004). Pakistan Electronic Media Regulatory Authority, Islamabad. Pakistan.
4. India net zone (2011), "star plus Indian entertainment channel" Retrieve March 28, 2011-08-22 from  
[http://www.indianetzone.com/4/star\\_plus.htm](http://www.indianetzone.com/4/star_plus.htm)
5. Indian Television (2011), "The snapshot of Indian television history". Retrieve March 28, 2011 from  
<http://www.indiantelevision.com/indianbroadcast/history/historyoftele.htm>.
6. Mohammad, M. (1993). The truth must be told some time: View point. Media Asia: an Asian Mass communication quarterly, 20 (4), 202-209.
7. Prachi (2010), "Impact of Indian TV serials on society". Retrieve July 12, 2011 from  
<http://articles.desi.net/impact-of-indian-tv-serials-on-the-society/>
8. Rahim, A. (1994). Impact of cable TV on television and video viewing in Hyderabad: A survey. Media Asia: an Asian mass communication quarterly, 21 (1), 15-20.
9. Sajida Khan Niazi (August 22, 2010), "impact of Indian media on Pakistan" Retrieve May 20,2011 from  
<http://sajidakhanniazi.blogspot.com/2010/08/impact-of-indian-media-on-pakistan.html>

10. Sen, A. (1993). The impact of American pop culture in the third world. *Media Asia: an Asian Mass communication quarterly*, 20 (4), 208-217.
11. Shariffadeen, T. M. A. (1995). New communication era: Economic, social and cultural consequences for development nations. *Media Asia: an Asian Mass communication quarterly*, 22 (2), 78-84.

## **ANNEXURE**

I am conducting a research on “Effect of Indian TV programs on Pakistani society”. Your cooperation will be highly appreciated

Age \_\_\_\_\_

Gender \_\_\_\_\_

Profession \_\_\_\_\_

1. How much time you spend to watch television

- 1 hrs
- 2 hrs
- 4 hrs

2. What kind of channel do you watch

- News
- Entertainment
- Sports

3. Which drama you like more

- Pakistani
- Indian
- English

4. Which media is more promoting its culture

- Pakistani
- Indian
- English

It is said that "young generation is not respecting their parents". Do you think that Indian dramas are contributing their share to this?					
Indian dramas are promoting boy friend and girl friend culture in Pakistani society.					
Indian programs are replacing our traditional greeting terms e.g. "salam" into "namashkar".					
The more interest taking behavior of Pakistani mothers' Indian program is getting easily transferred into next generation.					
Indian dramas are responsible for the Development of attitude of asking for the Privacy in our children.					
Pakistani women taking more interest in heavy and expensive jewelry after watching Indian programs.					
Pakistani women taking more interest in heavy and expensive dresses after watching Indian programs.					
Do you agree that Indian traditional event like Holi, Devali, Rakhi are getting into our culture through Indian Dramas.					
Heavy viewers of Indian soap opera experience a greater extent of change on their family and social interaction patterns then who watch less					

