

**Citation:** Nasir, N. U. A., Zia, A., & Arshad, A. (2023). Influence of Pakistani Dramas on the Lifestyle of Female University Students of Lahore. *Global Digital & Print Media Review*, VI(I), 67-85. [https://doi.org/10.31703/gdpmr.2023\(VI-I\).06](https://doi.org/10.31703/gdpmr.2023(VI-I).06)

- Vol. VI, No. I (Winter 2023)
- Pages: 67 – 85
- p- ISSN: 2788-4988
- e-ISSN: 2788-4945

▪ URL: [http://dx.doi.org/10.31703/gdpmr.2023\(VI-I\).06](http://dx.doi.org/10.31703/gdpmr.2023(VI-I).06)

▪ DOI: 10.31703/gdpmr.2023(VI-I).06



**GDPMR**  
Global Digital & Print Media Review  
[www.gdpmrjournal.com](http://www.gdpmrjournal.com)



Cite Us



Noor Ul Ain Nasir \*

Anjum Zia †

Arooba Arshad ‡

## Influence of Pakistani Dramas on the Lifestyle of Female University Students of Lahore

**Abstract:** *The aim of this research study is to analyze the Impact of Pakistani Dramas on the lifestyle of Female youth, particularly among the females of the universities of Lahore. This research has been conducted to determine the effects of Pakistani Dramas on different factors of the lifestyle of female youth. The research has been investigated through the Survey method using a questionnaire as a tool of data collection and the data of this research study was collected from the female youth of two well-known universities of the Lahore i.e., University of Management and Technology (UMT) and University of Lahore (UoL). It has targeted 390 females aged 16-25 years who are viewers of Pakistani dramas. In this study, Cultivation Theory has been applied and the respondent's consumption pattern has been investigated. The findings of the study indicate that Pakistani TV dramas have a strong influence especially the way dramas are presented.*

**Key Words:** Pakistani Dramas, Female youth, Lifestyle, Universities of Lahore

**Corresponding Author:** Noor Ul Ain Nasir (Lecturer in School of Media and Communication Studies, University of Management & Technology, Lahore, Punjab, Pakistan.

Email: [noorulain@umt.edu.pk](mailto:noorulain@umt.edu.pk))

### Introduction

Pakistan's drama industry has an immediate effect on people's minds. The Indian and Western channels are strongly inspired by our Pakistani drama channels, such as Indus Vision, ARY Digital, Hum TV and Geo Entertainment etc. and try to compete with these channels as translators for our business.

We are losing our culture and traditions through glamour, romanticism, etc. The Indian entertainment industry also has an intensively negative impact on Pakistani youth's social, educational, and religious values. It is accepted by all of us. The influence on life, diet, dress, language, western festivals and religion are easily evident in our tv drama's contents. When we explore the surroundings,

\* Lecturer in School of Media and Communication Studies, University of Management & Technology, Lahore, Punjab, Pakistan.

† Dean School of Media and Communication Studies, University of Management & Technology, Lahore, Punjab, Pakistan.

‡ School of Media and Communication Studies, University of Management & Technology, Lahore, Punjab, Pakistan.

everywhere we find beauty, men and women wear chic dresses, sit together, making up, trendy haircuts, etc. Thus, teens want burgers, coke and hotels. We might argue that emerging habits, practices, perceptions and expectations for daily life have been presented in media and have profoundly influenced society.

The study has been planned to examine the results of the effects of Pakistani dramas and how the different factors of lifestyle i.e., the dressing, food habits and language of the female youth of the society are being influenced by it.

The research conducted by Zia, Iftikhar and Raza (2017) stated that the dramas were made to entertain and to educate people, to keep them connected with the traditions of the country and the impact of dramas are likely to affect women more because they are the heavy watchers. He used Gratification Theory and the Survey method among rural women regarding PTV dramas and explained that gratification depends on people's need their study identified the consumption pattern and content preferences of the audiences, so they suggest that the content of the dramas should be strictly monitored by the government authority i.e., PEMRA.

Ali, Khalid and Hassan (2015) investigated the effect of Indian drama on females' body language and the way they dress. The use of Hindi vocabulary and Indian attire is the greatest barrier to our progress and takes us far away from our own identity. Government should detect all the content that is being broadcasted on television, especially in the name of Modernism.

The research conducted by Shah, Nazir, Bhatti and Ameen (2016) stated that the viewership of Indian primetime dramas largely depends upon the age and education of the viewer. The more aged and educated the viewer is, the less she views Indian primetime dramas. The adoption of Indian culture among the females of Peshawar is less because of their strong culture and background and their

behaviour is not affected by exposure to Indian content.

Shabir, Safdar and Imran (2019) analyze in their study that Urdu Tv dramas are near to our cultural and historical values though Hum Tv and Geo Tv dramas that don't give a true picture of the reality or culture of Pakistan. The result of the research has shown that the Geo and Hum tv dramas boost the education of the women of Bahawalpur by Modelling Modernization styles and activism.

Sajid, Yang, Cao, Xinchun and Sajid (2017) stated in their study that customers' shopping conduct is affected by Tv dramas. The research reveals the factors which are shaping the perceptions of the women viewers of Indian Dramas and their shopping habits. As women want to look lovely, attractive and eye-catching just like shown in Tv dramas so marketers take advantage of their need for the sale of their products and exploit them.

Karim and Shehzad (2016) conducted the research and explained the social and psychological actions of the youth of Pakistan, after seeing the romantic scenes in Pakistani and Indian Dramas. The results show that the youth of rural areas are likely to watch more dramas but they less appreciate romantic scenes whereas the youth of urban areas are more used to it and enjoy romantic scenes. The scenes affect their psychology more and the urban males inspire more after watching romantic scenes in dramas.

Naz and Iraqi (2017) investigated foreign content in their research study including Turkish and Indian dramas are impacting the cultural and religious values of Islamic society. They do not depict our culture but are taking us far away from it. The study explores the demand for foreign content in Pakistani society by the people because it is attracting people through its glamour and fantasizing lifestyles. The Mixed method approach was used in this regard and the results show that the people know very well about its serious impacts and harms to our society, but still they want it on their television screens.

Riaz and Arif (2019) stated in their research that different studies indicate that

how foreign tv programs have a great influence and the power to shape the perceptions and lifestyles of the Pakistani youth. Culture is one of the crucial pillars of Pakistan that is being affected by the content of foreign programs. Especially foreign programs are targeting our youth, and their fashion sense and their lifestyle are all becoming prey to foreign media.

According to Manzoor, Jabeen and Hanif (2018), not only the foreign media but our own drama content is taking us away from our religion and they are not as they should be according to our culture. Women's portrayal in our dramas shows more of the feminist side and less of the religious side. The women that are depicted in Pakistani dramas are bold and outspoken. In the name of Liberalism, they portray women negatively. They should portray the woman of our society according to our Islamic values and not according to the standards that are set by the foreign media.

Ibrahim, Amin and Rehman (2019) also stated in their study that media shapes the minds of their viewers and when it comes to the portrayal of Pakistani women, people do not want to watch them as dependent, powerless or weak characters. The data collected for this study also shows that the people of society want to watch a woman with a strong, independent and optimistic character that is self-reliant and do not become the target of the politics of others. People disapprove of the weak character of women in our dramas and want the media to show a balanced approach in this regard.

Adnan, Yousaf and Gillani, (2019) conducted a research study that the Urdu language is the medium of communication in our dramas because it is our mother language so people find it feasible to watch dramas in the Urdu language, especially women. As dramas create a strong impact on the people of society, so does the language that is being used in them. The study reveals the impact of the growth of the Urdu language in the lives of heavy watchers of Punjabi-speaking woman and the results of the study shows that the

Urdu language does wonders for them and effected their daily routine language.

### **Statement of the Problem**

---

The modern productions of Dramas are bringing cultural and social changes in the lives of the female youth of Pakistan. TV viewing shapes our understanding of the world and ourselves. However, it is heavily influenced by foreign cultures which can be harmful to our cultural and social values. Love affairs, women objectification, violence, modernism, racism etc. are becoming a source of attraction. Women are trying to practice what they see i.e., food clothes, and languages. So Pakistani dramas should be planned under the influence of Pakistani culture. Such content is influential upon their behaviour.

### **Purpose of the Study**

---

The research will help to find out the impacts of Pakistani dramas on the lifestyle of female youth in society, especially how their food habits, language and dressing are being influenced by the culture and trends shown in Pakistani Dramas.

### **Research Objective**

---

- To find out the relationship type between Tv dramas, normative structure and value system of our society.
- To analyze the impact of Pakistani dramas on the lifestyle of the female youth of Pakistan.
- To inspect the role of television dramas in changing the food habits of our female youth.
- To investigate the impact of dramas on the dressing of female youth.
- To survey the female youth consumption patterns of dramas.
- To explore the viewer's perception of television dramas that to what extent they are changing the eating habits of female youth.

## Hypothesis

- H1:** Pakistani Dramas are influencing the food habits of the female youth.
- H2:** Pakistani Dramas are affecting the dressing sense of female youth.
- H3:** Pakistani Dramas are impacting the language of female youth.

## Rationale

Pakistani Drama Channels have 24-hour transmission. Hum Tv and ARY Digital are the most watched channels in Pakistan. The popularity of dramas is due to their content. Pakistani dramas are mostly culture related. The popularity and hype of some of the Pakistani dramas are too much amongst women. Culture and Lifestyles of female youth are two of the main things that are affected the most by dramas. Due to the increasing and explosive growth of tv dramas female youth are being influenced and are fascinated by their real lives with celebrity's reel lives. The study will explore the impact of different Pakistani dramas on the lifestyle of female youth.

## Literature Review

Abbas (2018) carried out research on prime-time dramas in which he discussed the contradiction of a "good and bad" woman in the portrayal of Pakistani TV dramas broadcast during the period of "Islamization" (1977-88) in Pakistan. The positions are given to women and the ways in which they are addressed in dramas throughout the Islamization period present rather conservative portrayals of Pakistani women.

Ashfaq and Shafiq (2018) mentioned in their research that Pakistani television dramas are portraying a patriarchal society where women should be loyal to their families, focus on their homes, and be housewives. It's interesting that despite the fact that most plays are written or produced by women, they consistently prioritize using clichéd representations of women. Both men and women accept them on an equal basis. If any

of these women are independent, contemporary, and educated, they are viewed as having terrible character. They would therefore always be losing, regardless of the various areas of life.

Zia, Iftikhar and Raza (2017) conducted research that the basic structure approach and PTV's Urdu dramas are significant in rural areas where entertainment is a major source. PTV dramas promote cultural norms and values. Dramas are popular media that have a powerful influence on people. Nowadays, more people watch drama than ever before. Dramas are more frequently watched for both enjoyment and psychological purposes by women.

Zafar, Arafat and Sial (2017) mentioned in their research that the majority of networks are passionate about airing such strange material that not only violates societal norms and values but also lowers females' standard of living. Also, it was investigated to what extent the culture depicted in Turkish dramas is more in line with Western than Islamic principles.

Manzoor, Jabeen and Hanif (2018) conducted research in which they mentioned that the content of the Urdu dramas broadcast on Pakistani television has liberal elements, according to feminist and content analysts. And still, primarily negative portrayals of female characters are employed to represent liberalism. As a result, the media promotes and portrays negative terms for women to reduce their contribution to society.

Dramas, Winning and Javed (2020) mentioned in their research aims, the effects of primetime Hum tv drama serials on women in Pakistan. Identity formation and the portrayal of women in dramas do have an effect on young women. Dramas can either support or change cultural perceptions and values. Females tend to idealize and imagine appealing characters.

Ali and Yousaf (2017) discussed that newspaper and tv material harms the regulatory system of society. The research shows the relationship between tv advertisements and how it is affecting the lifestyle of the youth. Cultivation Theory and

Social Responsibility Theory were used to examine the effects of tv advertisements. The population of the research were college-enrolled youths and a sample size of 1000 was selected for the research. The results of the study show the positive relationship between tv advertisement and their effect on the lifestyle of the people but regulatory systems need to be more active and vigilant in the monitoring of media and its content.

Khanum and Khan (2016) evaluated the effects of Indian dramas on the language of the people of Pakistan. People from different age groups were selected for the survey, which includes under 18 and above 35, males and females both. 17 people from different age groups were selected and the Survey method was applied. Through Cultivation Theory the results examined the Indian language that is being used in their dramas and is affecting the language of our youth but there are some mixed results of the survey which includes both negative and positive reviews. Some people keep the view that Indian dramas do not have a strong impact on our language and that we do have our own fine Urdu language and many people do not like to use the Indian language in their daily routine.

Naz and Iraqi (2017) analyzed the impact of overseas media content and its impact on cultural and religious values. The focus of the study is on the interpretation of the impact of these dramas. The standard data have been compiled using the research technique which includes 100 respondents. Cultivation analysis theory was applied for the research and Survey Method was used for data collection. Therefore, the results of the study show that Turkish dubbed dramas do not pose a hazard to the Pakistani media industry but this depends on the adoption nature of the people by watching or avoiding foreign media content.

Riaz and Arif (2019) conducted research on the impact of foreign tv programs on the fashion, lifestyle and language of the youth. As the media shapes the perception of the people especially the youth of the society therefore the targeted audiences are the youth and the

sample study was taken from the universities of Rawalpindi and Islamabad. Cultivation Theory was implied and the data was collected through Survey research. It can be inferred through results that the correlation between International Tv exposure and youth is high. Young people get inspired by the Western look and prefer foreign languages over the Urdu language.

Mehra (2019) evaluated the image of modern women and popular culture shown in Pakistani dramas and their impact on Indian drama viewers. Literature that was reviewed in this regard shows the portrayal of women as weak, dependent and being exploited but the study shows that Pakistani operas today show the growing, strong and independent side of women that is challenging gender biases and social taboos. Therefore, Pakistani dramas are getting famous among Indian audiences.

---

## Theoretical Framework

---

### Cultivation Theory

---

The Cultivation Theory has established a hypothetical framework for examining the effect of imported/unfamiliar TV content on crowds, essentially when diversion TV content has more potential when contrasted with different classifications of TV programs, to convince viewers to see social reality and take motivation from character (Tan, 1985). As indicated by McQuail (1993) Gerbner does not consider Television as a window to the world or an impression of the world's existence, indeed he considered TV as a world in itself. Cultivation Theory recommends that when a person opens himself to TV content for longer time frames, they begin living in a TV reality, which is really not founded on realities but only in TV content (Tony, 2000).

---

### Methodology

---

There are two types of research methods:

- Qualitative methods
- Quantitative method.

Researchers have used quantitative methodology to conduct research and for that

researchers select the quantitative survey method.

## Survey Method

Survey research is characterized as the assortment of data from a selected number of people through their reactions to questions (Check & Schutt, 2012). Survey analysis should use the most common methods of data collection interviews and questionnaires. Questions by the professionals can be autonomous or controlled by a skilled, personally administrable or normally contain a variety of products in a category. The questionnaires presented by the researcher might be added demographic queries additionally in order to provide relevant and accurate methods of study (Costanzo, 2010).

Ponto et al (2010) state that the questionnaires must be submitted on paper and delivered in an electronic mail to participants in email format or through an online application, for example, Survey Monkey or the choice of choosing between both are provided to participants that which method is preferred.

## Universe

Female students from different departments of the University of Management and Technology (UMT) and the University of Lahore (UoL) are included.

- Social Sciences Department
- Natural Sciences Department
- Applied Sciences Department

## Age

Females of 16- 25 years

## Population

Female students of Bs, Masters and MPhil.

## Sample

A sample of 390 questionnaires was distributed among the students of Bs, Masters

and MPhil of UMT and UoL in which researchers have prepared a questionnaire consisting of structured questions starting from general and moving toward specific.

**Table 1**

*Sample Size of Population*

Programs	UMT	UoL	Total
Natural Sciences	65	65	130
Applied Sciences	65	65	130
Social Sciences	65	65	130
Total			390

## Questions

17 questions were asked from the students of UMT and UoL starting from general to specific.

## Statistical Analysis

For analysis, the SPSS researcher method was used and every student has individually analyzed.

## Data Analysis and Interpretation

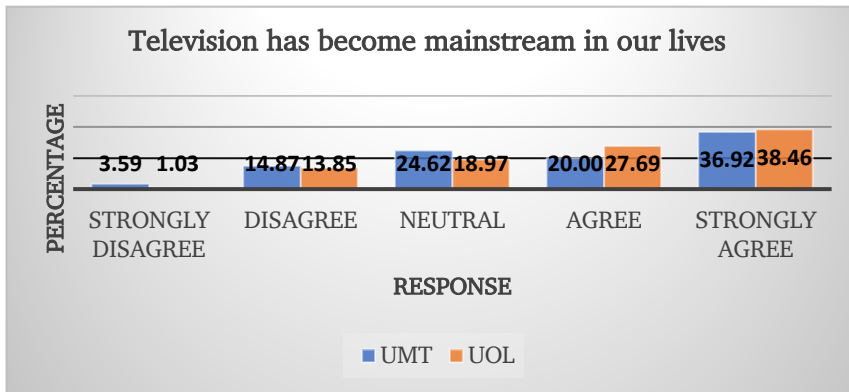
### Q.1 Television has become Mainstream in our Lives

Table 1 shows that in UMT, 36.92% of female youth strongly agreed with the statement that television has become mainstream in our lives, whereas 20% agreed with the following statement, 24.62% were feeling neutral, 14.87% disagreed with the statement and 3.59% were strongly disagreed.

In UoL 38.46% of the female youth strongly agreed with the statement, 27.69% agreed, 18.97% had a neutral response, 13.85% disagreed and 1.03% strongly disagreed.

**Figure 1**

*Statistics for Question 1*



**Q 2: Do you Watch TV Dramas more Often?**

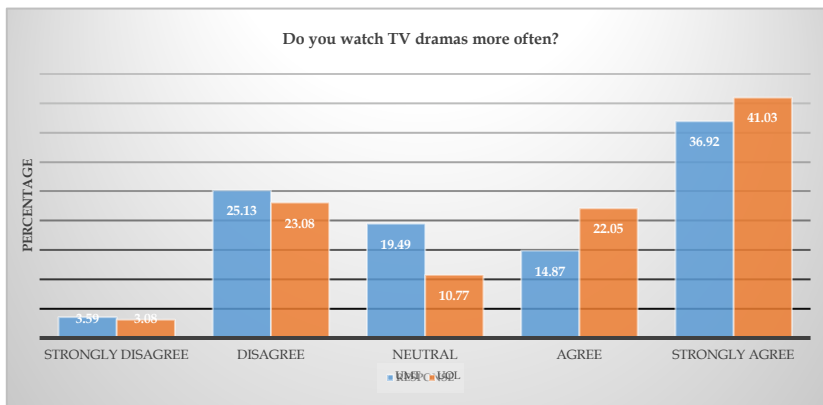
**Table 2 Statistics for Question 2**

Table 4 shows that in UMT, 36.92% of female youth strongly agreed with the statement that they watch dramas more often, 14.87% agreed with the statement, 19.49% had a neutral

response, 25.13% disagreed with it and 3.59% strongly disagreed. In UoL, 41.03% of female youth strongly agreed with the statement, 22.05% agreed with it, 10.77% had neutral responses, 23.08% disagreed with the statement and 3.08% strongly disagreed.

**Figure 2**

*Statistics for Question 2*



**Q 3: Do you agree that TV Dramas have a Great Impact on our Lives?**

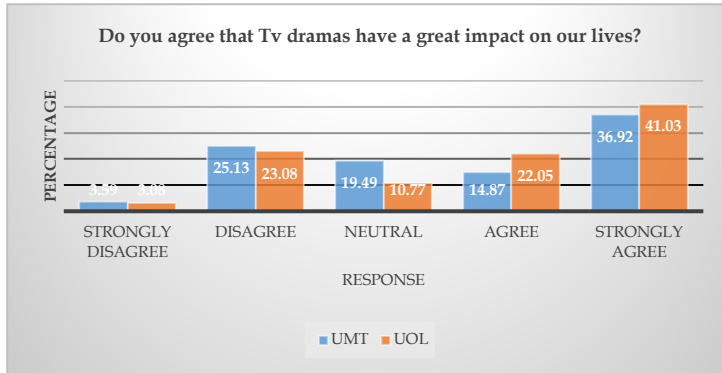
**Table 3 Statistics for Question 3**

Table 2 shows that in UMT, 36.92% of female youth strongly agreed with the statement that dramas have a great impact on our lives, 14.87% agreed with this, 19.49% of youth had

a neutral response and 25.13% of female youth disagreed with the statement whereas 3.59% were strongly disagreed. In UoL, 41.03% of female youth strongly agreed with the statement, 22.05% agreed, 10.77% had neutral responses, 23.08% disagreed and 3.59% strongly disagreed.

**Figure 3**

Statistics for Question 3



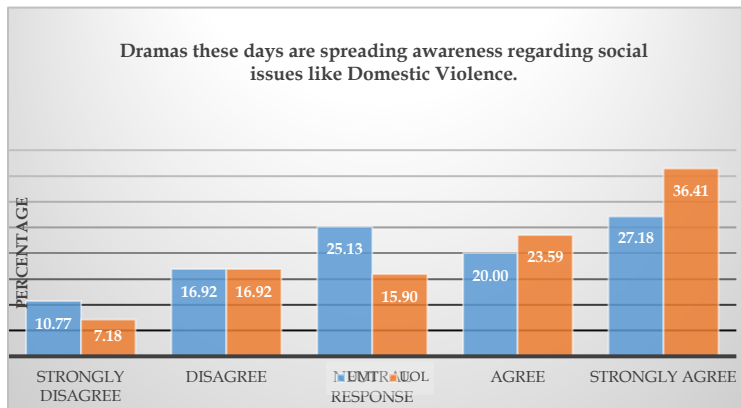
**Q 4: Dramas these Days are Spreading Awareness Regarding Social Issues like Domestic Violence**

Table 3 shows that in UMT, 27.18% of female youth strongly agreed with the statement that dramas these days are spreading awareness regarding social issues like Domestic

Violence, 20% agreed with the statement, 25.13% of youth had a neutral response, 16.92% disagreed with it and 10.77% strongly disagreed. In UoL, 36.41% of female youth strongly agreed with the statement, 23.59% agreed, 15.90% had a neutral response, 16.92% disagreed and 7.18% strongly disagreed.

**Figure 4**

Statistics for Question 4



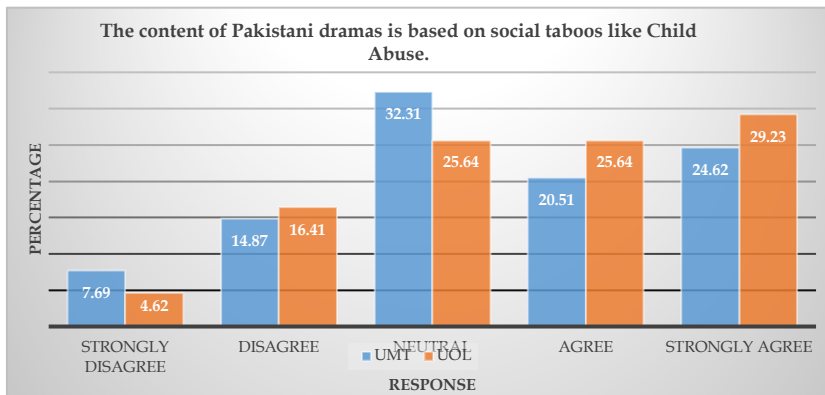
**Q.5 The Content of Pakistani Dramas is based on Social Taboos Like Child Abuse**

Table 5 shows that in UMT, 24.62% of female youth strongly agreed with the statement that the content of Pakistani dramas is based on social taboos like child abuse, 20.51% agreed with the statement, 32.31% had neutral

responses, 14.87% disagreed with it and 7.69% were strongly disagreed. In UoL, 29.23% of the female youth strongly agreed with the statement, whereas 25.64% agreed with it, 25.64% had neutral responses, 16.41% disagreed with it and 4.62% strongly disagreed.

**Figure 5**

*Statistics for Question 5*



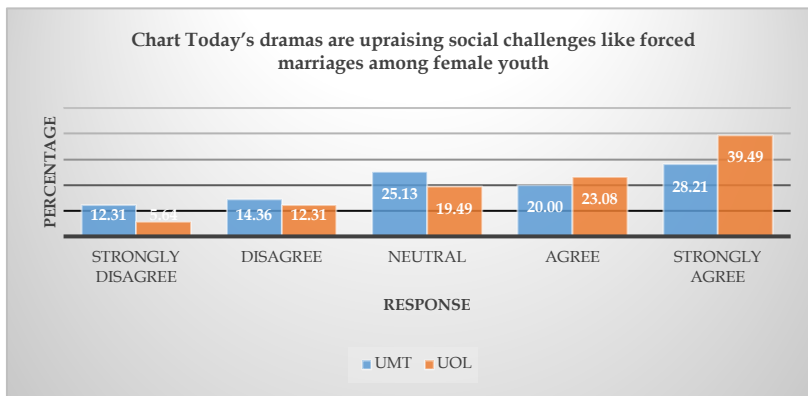
**Q 6: Today’s Dramas are Upraising Social Challenges Like Forced Marriages among Female Youth**

Table 6 shows that in UMT, 28.21% of female youth strongly agreed with the statement that today's dramas are upraising social challenges like forced marriages among female youth, whereas 20% agreed with the statement,

25.13% of females had neutral responses, 14.36% disagreed with the statement and 12.31% were strongly disagreed. In UoL, 39.49% of female youth strongly agreed with the statement, whereas 23.08% agreed with it, 19.49% had a neutral response, 12.31% disagreed with the statement and 5.64% strongly disagreed.

**Figure 6**

*Statistics for Question 6*



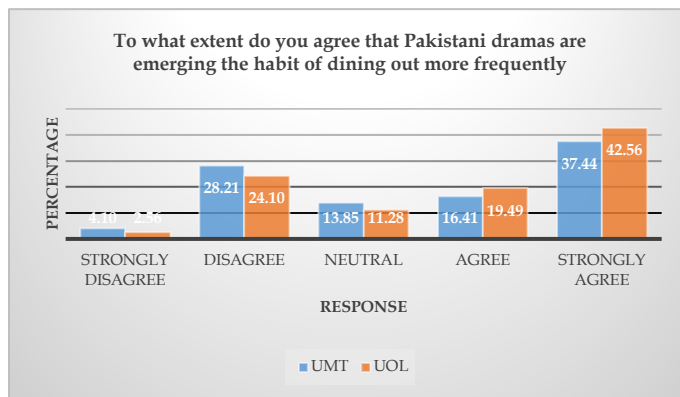
**Q 7: To what Extent do you agree that Pakistani Dramas are Emerging the Habit of dining out more Frequently?**

Table 7 shows that in UMT, 37.44% of female youth strongly agreed with the statement that Pakistani dramas are emerging the habit of dining out more frequently, whereas 16.41% of

females agreed with it, 13.85% had neutral responses, 28.21% disagreed and 4.10% were strongly disagreed. In UoL, 42.56% of female youth strongly agreed with the statement, whereas 19.49% agreed with it, 11.28% had neutral responses, 24.10% disagreed and 2.56% strongly disagreed

**Figure 7**

Statistics for Question 7



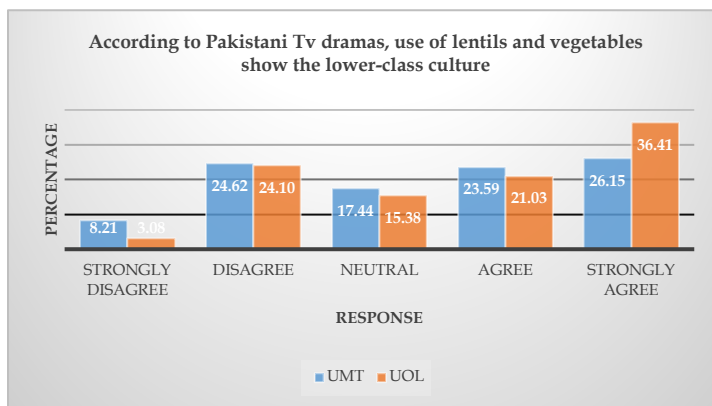
**Q.8 According to Pakistani TV Dramas, the use of Lentils and Vegetables Shows the Lower-Class Culture**

Table 8 shows that in UMT, 26.15% of female youth strongly agreed with the statement that according to Pakistani dramas, the use of lentils and vegetables shows the lower-class

culture, whereas 23.59% agreed with it, 17.44% of females had neutral responses, 24.62% disagreed with it and 8.21% were strongly disagreed. In UoL, 36.41% of female youth strongly agreed with the statement whereas 21.03% agreed, 15.38% of females had neutral responses, 24.10% disagreed with it and 3.08% strongly disagreed.

**Figure 8**

Statistics for Question 8



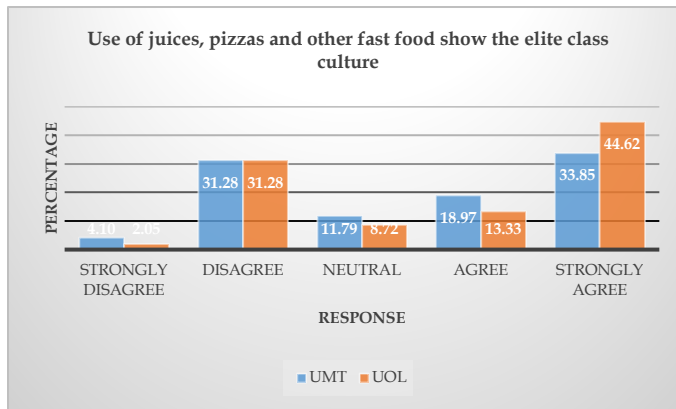
**Q 9: Use of Juices, Pizzas and other Fast Food Shows the Elite Class Culture**

Table 9 shows that in UMT, 33.85% of female youth strongly agreed with the statement that the use of juices, pizzas and other fast food shows the elite class culture, whereas 18.97%

of females agreed with it, 11.79% had neutral responses, 31.28% disagreed with it and 4.10% were strongly disagreed. In UoL, 44.62% of female youth strongly agreed with the statement whereas 13.33% agreed with it, 8.72% had neutral responses, 31.28% disagreed with it and 2.05% strongly disagreed.

**Figure 9**

*Statistics for Question 9*



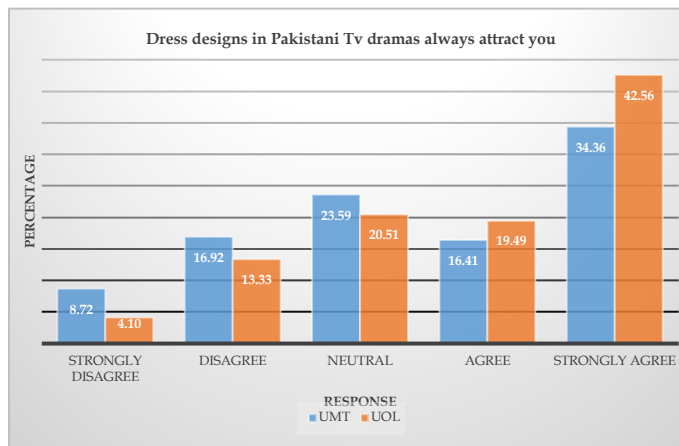
**Q.10 Dress designs in Pakistani TV dramas always attract you**

Table 10 shows that in UMT, 34.36% of female youth strongly agreed with the statement that dress designs in Pakistani dramas always attract them, 16.41% agreed with it, 23.59% had

neutral responses, whereas 16.92% disagreed with it and 8.72% strongly disagreed. In UoL, 42.56% of female youth strongly agreed with the statement, 19.49% agreed with it, 20.51% had neutral responses, 13.33% disagreed with it and 4.10% strongly disagreed.

**Figure 10**

*Statistics for Question 10*



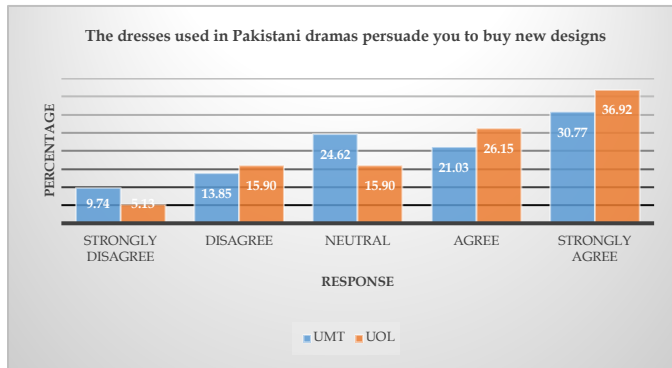
**Q.11 The dresses used in Pakistani dramas persuade you to buy new designs**

Table 11 shows that in UMT, 30.77% of female youth strongly agreed with the statement that the dresses used in Pakistani dramas persuade them to buy new designs, 21.03% agreed with

it, 24.62% had neutral responses, whereas 13.85% disagreed with it and 9.75% were strongly disagreed. In UoL, 36.92% of female youth strongly agreed with the statement, 26.15% agreed with it, 15.90% had neutral responses, 15.90% disagreed with it and 5.13% strongly disagreed.

**Figure 11**

Statistics for Question 11



**Q 12: The dresses shown in dramas appeal to Westernized clothes.**

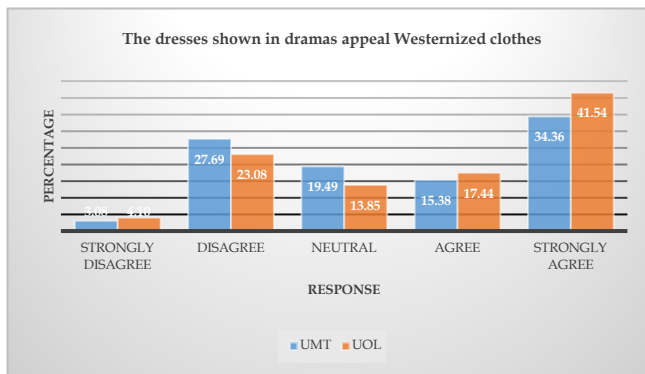
Table 12 shows that in UMT, 34.36% of female youth strongly agreed with the statement that the dresses shown in dramas appeal to Westernized clothes, 15.38% agreed with the statement, 19.49% had neutral responses,

whereas 27.69% disagreed with it and 3.08 were strongly disagreed.

In UoL, 41.54% of female youth strongly agreed with the statement, 17.44% agreed with it, 13.85% had neutral responses, 23.08% disagreed with it and 4.10% strongly disagreed.

**Figure 12**

Statistics for Question 12



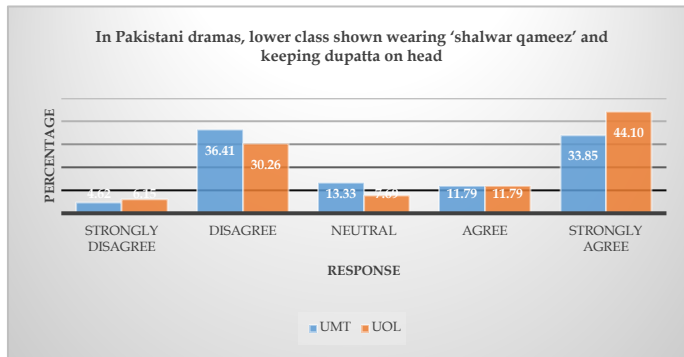
**Q.13 In Pakistani dramas, the lower class is shown wearing a 'shalwar qameez' and keeping a dupatta on their heads.**

Table 13 shows that in UMT, 33.85% of female youth strongly agreed with the statement that in Pakistani dramas, lower class shown wearing 'shalwar qameez' and keeping

dupatta on their head, 11.79% agreed with it, 13.33% had neutral responses, whereas 36.41% disagreed with it and 4.62% were strongly disagreed. In UoL, 44.10% of the female youth strongly agreed with the statement, 11.79% agreed with it, 7.69% had neutral responses, 30.26% disagreed and 6.15% strongly disagreed.

**Figure 13**

Statistics for Question 13



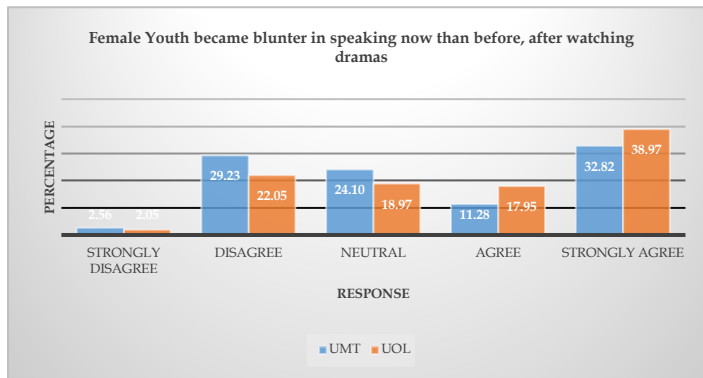
**Q 14: Female youth became blunter in speaking now than before, after watching dramas.**

Table 14 shows that in UMT, 32.82% of the female youth strongly agreed with the statement that female youth became blunter in speaking now than before, after watching

dramas, 11.28% agreed with it, 24.10% had neutral responses, whereas 29.23% disagreed with it and 2.56% were strongly disagreed. In UoL, 38.97% of female youth strongly agreed with the statement, 17.95% agreed with it, 18.97% had neutral responses, 22.05% disagreed and 2.05% strongly disagreed.

**Figure 14**

Statistics for Question 14



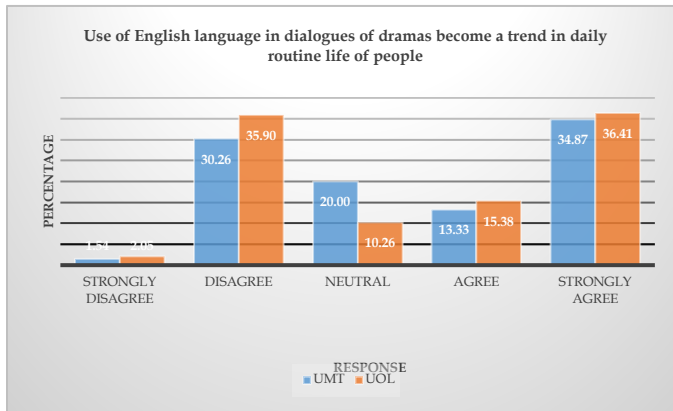
**Q 15: Use of the English language in dialogues of dramas become a trend in the daily routine life of people.**

Table 15 shows that in UMT, 34.87% of female youth strongly agreed with the statement that the use of the English language in dialogues of dramas become a trend in the daily routine life

of people, 13.33% agreed with it, 20% had neutral responses, whereas 30.26% disagreed with it and 1.54% were strongly disagreed. In UoL, 36.41% of female youth strongly agreed with the statement, 15.38% agreed with it, 10.26% had neutral responses, 35.90% disagreed with it and 2.05% strongly disagreed.

**Figure 15**

Statistics for Question 15



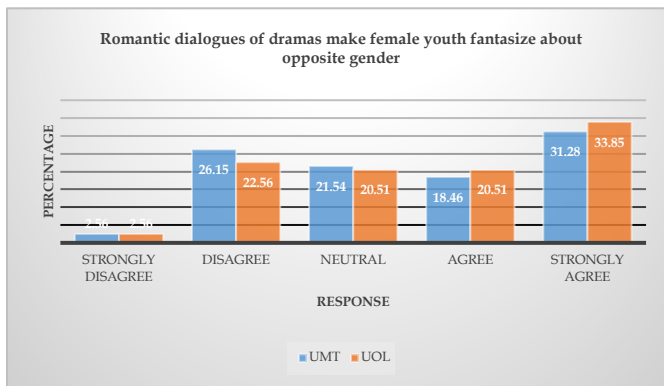
**Q 16: Romantic dialogues of dramas make female youth fantasize about the opposite gender**

Table 16 shows that in UMT, 31.28% of female youth strongly agreed with the statement that romantic dialogues of dramas make female youth fantasize about the opposite gender,

18.46% agreed with it, 21.54% had neutral responses, whereas 26.15% disagreed with it and 2.56% were strongly disagreed. In UoL, 33.85% of female youth strongly agreed with the statement, 20.51% agreed with it, 20.51% had neutral responses, 22.56% disagreed with it and 2.56% strongly disagreed.

**Figure 16**

Statistics for Question 16



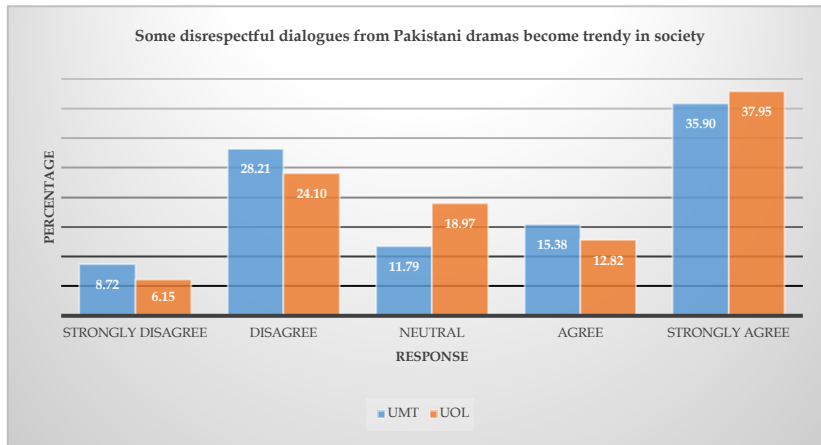
**Q 17: Some disrespectful dialogues from Pakistani dramas become trendy in society.**

Table 17 shows that in UMT, 35.90% of female youth strongly agreed with the statement that some disrespectful dialogues from Pakistani dramas become trendy in society, 15.38%

agreed with it, 11.79% had neutral responses, whereas 28.21% disagreed and 8.72% were strongly disagreed. In UoL, 37.95% of female youth strongly agreed with the statement, 12.82% agreed with it, 18.97% had neutral responses, 24.10% disagreed with it and 6.15% strongly disagreed.

**Figure 17**

Statistics for Question 17



**Interpretation of the Results**

According to the results, the r value .228, .392 and .327 in all three correlation tests indicate a very strong and positive correlation between Pakistani dramas and the variables food, language and dressing. The corresponding p-value of 0.01 concludes that there is a significant relationship between the variables and Pakistani dramas. Hence, it concludes that Pakistani dramas do have a great influence on the behaviour of female youth and female youth are adopting new dressing styles, language trends and food habits by watching Pakistani tv dramas.

**Discussion**

As we live in the 21<sup>st</sup> century, we are affected by technology. The quantitative and qualitative study findings have shown that Tv media has a huge impact on our lives. It offers information and entertainment for us. It came to the conclusion that in the evening, we prefer to relax after the busy and hectic day routine by watching Tv. TV, therefore, becomes a leisure time and it has a great impact on our society (Sigman, 2007). Watching Tv has become so central to daily life that many people feel that life can't be considered without it. The research participants accepted that they were affected in certain respects by what they watched on TV and that they

observed purposely and unconsciously from television.

According to **H1** 'Pakistani dramas are influencing the food habits of the female youth'. The results of Table 5-7 and Figure 5-7 showed strong approval of the statement and we can also see that in UMT, 37.44% of female youth strongly agreed with the statement that Pakistani dramas are emerging the habit of dining out more frequently, whereas 16.41% of females were agreed with it, 13.85% had the neutral responses, 28.21% disagreed and 4.10% were strongly disagreed. In UoL, 42.56% of female youth strongly agreed with the statement, whereas 19.49% agreed with it, 11.28% had neutral responses, 24.10% disagreed and 2.56% strongly disagreed. The **H2** states that the 'Content of Pakistani dramas is affecting the dressing sense of female youth.' The results showed that according to Pakistani dramas, the dresses shown in dramas appeal to Westernized clothes. From Table 5-12 and Figure 5-12, we see that almost 50% of female youth from UMT agreed with the statement whereas 31% of them disagreed with it. 59% of female youth from UoL also agreed with the statement and almost 27% of them disagreed with it. Literature shows that the media has adopted the foreign culture, especially in dressing which is against our Islamic values and female youth are more attracted to them. (Zafar, Arafat & Sial, 2017). In another research

study, it is also proven that foreign media is targeting the culture of Pakistan and the youth of our country, which is considered a pillar of the country becoming the prey of alien culture by adopting it gradually. (Riaz & Arif, 2019)

Class culture is another factor that is portrayed in dramas through the dressing of the female character and it is another reason that supports **H2** and it is also influencing the dressing trends of female youth. From Table 5-13 and Figure 5-13, we see that almost 46% of female youth from UMT agreed with the statement that in Pakistani dramas, the lower class is shown wearing a 'shalwar qameez' and keeping dupatta on their head whereas 41% of female's youth disagreed. From UoL 56% of female youth agreed and almost 36% disagreed. It has been further supported by a literature review that today's dramas reinforce the patriarchal ideology in the society where non-working women, wearing dupatta and obedience to family and focusing on the household is considered as an image of a good woman and modern, independent and outspoken nature creates an image of a bad woman. (Ashfaq & Shafiq, 2018)

The results of the study justified hypothesis **H3** that 'Pakistani dramas are impacting the language of female youth.' If we see Tables 5-14 and Figures 5-14 then 44% of the female youth from UMT agreed with the statement that female youth become blunter in speaking now than before after watching tv dramas whereas 31% of them disagreed with it. From UoL almost 57% of the female youth agreed with the statement whereas 24% of them disagreed. A research study also supports the hypothesis that international tv programs overshadow Pakistani media and that our music, drama and fashion industry are being affected by foreign media. It influenced the different factors in people's lives like their eating habits, dressing and language. (Irum, 2008). Tables 5-16 and Figures 5-16 show another reason that approves **H3's** statement that romantic dialogues that are being used in dramas make female youth fantasize about their opposite gender. From UMT almost 50% of the female youth have the same response and they agreed

with the statement whereas 29% of them disagreed with it. From UoL almost 54% of the female youth supported the statement and almost 25% of them disagreed with it. It has also been proved through a research study that the social condition of Pakistan and the youth's psychology has been affected by the romantic scenes that are shown in Pakistani dramas and the media is attacking the minds of youth by showing such kinds of intimate scenes that are against our culture and religion. (Karim & Shehzad, 2016).

Moreover, the correlation was also conducted in order to find out the relationship between Pakistani dramas and the behaviour of youth which are influencing the different factors of the lifestyle of female youth. The results are also showing a strong relationship between the three variables and along with the hypothesis, the correlation did show the results that Pakistani dramas have impacted the lifestyle that includes dressing, language and food habits of the female youth.

---

## Conclusion

In this research, the impact of Pakistani dramas on the lifestyle of female youth has been analyzed and different factors of life have been focused on in this regard i.e., food, language and dressing. These three aspects of life are investigated in the light of Pakistani dramas watched by youth. A survey conducted from 390 respondents in the representation of female youth of the University of Management and Technology (UMT) and the University of Lahore (UoL) showed nearly 90% of viewership of Pakistani drama content. The result proved that the majority of viewers did feel the impact of Pakistani dramas on their lifestyles. Changes in language, Adoption of new food habits, outdoor eateries, and acquisition of new fashion trends are influencing the lifestyle of female youth. This study also tested Cultivation theory and its effects in terms of Pakistani dramas viewership and as the majority were proved to be heavy watchers of different Pakistani dramas content, the results indicate the effects or at least influence of Pakistani dramas content on every female

viewer. Keeping in mind the above discussion and the responses of female youth, it can be concluded that Pakistani dramas have a great

impact on the lifestyles of female youth and influence different aspects of life but only to a certain extent.

## References

- Ali, A., Khalid, A., & Hassan, S. A. (2015). The Impact of Indian Drama on language and Dressing of Females. *Online Journal of Communication and Media technologies*.
- Zia, A., Raza, S. H., & Iftikhar, M. (2017). TESTING COGNITIVE-EXPERIENTIAL THEORY. *Pakistan Economic and Social Review*, 55(2), 569-593.
- Burton, G. (2002). *More than meets the Eye: An introduction to media studies*. London: Hodder Education Publishers.
- Check, J., & Schutt, R. K. (2012). *Survey research*. In J. Check & R. K. Schutt (Eds.). *Research methods in education*. (pp. 159–185). Thousand Oaks, CA: Sage Publications.
- Costanzo, E. S., Stawski, R. S., Ryff, C. D., Coe, C. L., & Almeida, D. M. (2012). *Cancer survivors' responses to daily stressors: Implications for quality of life*. *Health Psychology*, 31, 360–370
- De Vaus, D., & de Vaus, D. (2013). *Surveys in social research*. Routledge.
- Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method (4th ed)*. Hoboken, NJ: John Wiley & Sons, Inc
- Dybb, G., Holen, A., Steinberg, A. M., Rodriguez, N., & Pynoos, R. S. (2003). Alleged sexual abuse at a day care center: impact on parents. *Child abuse & neglect*, 27(8), 939-950.
- Freshwater, H. (2009). *Theatre and audience*. Macmillan International Higher Education.
- Gerbner, G. (1998). "Cultivation Analysis: An Overview". *Mass Communication and Society*. 1(3) 175–194.
- Glasow, P. A. (2005). *Fundamentals of survey research methodology*.
- Hove, T., Paek, H. J., Isaacson, T., & Cole, R. T. (2013). Newspaper portrayals of child abuse: Frequency of coverage and frames of the issue. *Mass Communication and Society*, 16(1), 89-108.
- Jafree S, Yasmeen S, Khan S. (2018). *Media and the Kasur child rape case*. Karachi: Dawn.
- Jamil, f. (2018). *The media and its responsibilities*. Quetta: samaa.
- Kempe, C. H. (1983). *child abuse and neglect. cross culture perspective*. California: university of California press.
- Khan, T. A. (2019). *Child abuse in Pakistan*. (Report No. 4). Lahore: The Nation.
- Lisak, D. (1994). The psychological impact of sexual abuse: Content analysis of interviews with male survivors. *Journal of traumatic stress*, 7(4), 525-548.
- Lucas, W. A. (1974). *The case survey method: Aggregating case experience*.
- Majid, S. (2016). *Rape stories in Pakistan are the flaws in TV coverage. reasons and solutions*. Colombia: University of Missoun Colombia.
- Mendes, P. (2000). Social conservatism vs social justice: The portrayal of child abuse in the press in Victoria, Australia. *Child Abuse Review: Journal of the British Association for the Study and Prevention of Child Abuse and Neglect*, 9(1), 49-61.
- Morozova, E. (2010, Feb). Mass media influence on the national language in the epoch of globalization.
- Abbas, G., Khan, S. H., Hassan, M., Mahmood, S., Naz, S., & Gilani, S. S. (2015). Incidence of poultry diseases in different seasons in Khushab district, Pakistan. *Journal of Advanced Veterinary and Animal Research*, 2(2), 141-145.
- Powell, F., Scanlon, M. (2014, September 30). Discover Society. *The media and child abuse*, p. 13. Kelley K, Clark.
- Ponto, J. A., Ellington, L., Mellon, S., & Beck, S. L. (2010). Predictors of adjustment and growth in women with recurrent ovarian cancer. *Oncology Nursing Forum*, 37, 357–364. <http://dx.doi.org/10.1188/10.ONF.357-364>
- Quick, B. L. (2009). The effects of viewing Grey's Anatomy on perceptions of doctors and patient satisfaction. *Journal of Broadcasting & Electronic Media*, 53(1), 38-55.
- Roberts, E. S. (1999). In defense of the survey method: An illustration from a study of

- user information satisfaction. *Accounting & Finance*, 39(1), 53-77.
- Riddle, K. (2009). *Cultivation Theory Revisited: The Impact of Childhood Television Viewing Levels on Social Reality Beliefs and Construct Accessibility in Adulthood*. Presented in the Conference of International Communication Association.
- Shanahan, J., James, S., & Morgan, M. (1999). *Television and its viewers: cultivation theory and research*. England: cambridge university press.
- Sigman, A. (2007). Visual voodoo: the biological impact of watching TV. Title image: Young child engrossed in a television programme. Photo: OscarBurriel / Science photo library, *Biologist*, 54(1), 1-12.
- Woo, H. J., & Dominick, J. R. (2003). Acculturation, cultivation, and daytime TV talk shows. *Journalism & Mass Communication Quarterly*, 80(1), 109-127.