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Effects of Pakistani Modern Drama on Youth: A Survey of Lahore District

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Abstract	Keywords
<p>Television is one of the strongest and most influential mediums available to the youth of any society. The young people often idealize their favorite television shows and they want to dress and behave in the same way as their favorite stars portray themselves on television screens. In this study, the researcher was interested to know how Pakistani Modern Dramas were affecting the youth of Pakistan. The data was collected through questionnaire. The sample population for this research was limited to 150 participants. Social Learning Theory was applied and three research questions were developed. The reason for having just three questions was to make it easy for the target population to answer and to give positive or negative responses to the queries. Findings of this research show that Pakistani youths especially the females were more adaptive of the life style and cultural presented in modern television dramas. The findings further showed that television dramas were affecting the social as well as cultural fabric of our society. The study concluded that Youth is got affected by Pakistan Modern Dramas. Youth were adopting cultural and life style in their lives in the same they watch their favorite drama heroes or television stars had adopted in their favorite television dramas. The study may open new avenues for future researchers to conduct on different aspects of television dramas.</p>	<ul style="list-style-type: none"> • Culture, • Learning, • Effect of Television, • Survey Study, • Television • Dramas

Introduction

This study is an effort to analyze the Effects of Pakistani Modern Drama on the Youth of Lahore district. The researcher wanted to study the effects of Pakistani dramas on the youth. Electronic Media is the most powerful medium that has a lot of influence on the opinions and mindset of human beings. In our daily life, media had a lot of effect on the lives of human beings and they follow these stimuli without consciously knowing about it (Baran 2004).

Media has always been a significant tool to educate, entertain and inform the masses. Individuals need to think about what messages the media was giving to them and also slowly

changing their cultural and social values (Karim, 2016). Media is an important part of our lives. Due to this, it was nearly impossible to find a house without TV. Television was a helping hand for people to be mindful about the new trends and lifestyle changes present in society. Dramatizations were the principle source to give the entrainment on Television. It instructed and persuaded and gave information about new patterns. Presently TV dramatizations were one of the greatest source to give and improve further social qualities and standards (Karim, 2016).

It was the main function of the television to give information through drama and other kind of program for their viewer (Azahar, 2007). Television program and drama gave different kind of impact through observation, besides including viewer's social life (Narula, 2006).

Problem Statement

The research aims to investigate the impacts of Pakistani Modern Drama on youth of Lahore, as it has been unearthed through extensive literature search that Pakistani youth were more attractive towards modern television dramas compared to the elder group.

Background of Study

Dramatization

Drama was the most popular medium and has become an important part of individuals' life. They gave entertainment to all of us and are easily able to influence their audience. There was a study conducted in America, where watching TV was one of most common leisure time activities. On average Americans spend 2 hours and 42 minutes every day watching television. So it showed that Americans spend 50% leisure time activities on watching television. (Karmaker and Kruger, 2016).

PTV Pakistani Drama

Pakistan Television (PTV) has been producing television shows since 1969. They have produced several famous and timeless television programs. These included 50/50, Zard Dopehar, Dasht, Alpha Bravo Charlie and many more. At that time, such kinds of drama we easy to watch with our family members (Baig, 2011).

Pakistani Dramas of Today

In the History of Pakistani dramatization, there had been chiefly exclusively two factor to talk concerning, one was story and second was acting but nowadays of modernization were main focus on westernized style and their culture, dressing, acting and language. So that was why Pakistani can deny the fact but we were target, from western culture. So many researchers know that in our drama liberalism is the main theme. Pakistani dramas have and undeniable effect on younger generation, you could say that they were heavily impressed by Pakistani drams. People talk about these television shows in their everyday conversations; at work, in school or anywhere you can think of, everybody was apparently enthused about the Pakistani drama sensations. Since private television channels have taken over the drama industry has transitioned from being a family oriented one to more of a sensationalist industry. As such it has become more attractive to the younger and more impressionable portion of society (Baig, 2011).

Objectives of Study

- To investigate the effect of modern Pakistani drama on youth.
- To investigate the impact on of a more liberal drama culture on youth.

- To investigate how close modern Pakistani drama is to the Pakistani cultural values.

Significance of Study

The aim of this study is to examine the importance of media as a source of information and education. It also plays an important role for impact and transformation on society's culture values and norms. Media also played a leadership role to guiding us to achieve our goals. It was also the aim of this research to observe that televisions dramas were a powerful tool that could be used to reshape the social value. It was therefore important to consider and use research techniques to explore where the Pakistani dramas are leading our youth.

Literature Review

The title of research was to learn about the effects of Pakistani modern drama on youth. The survey was based on Lahore district. The research on drama in Pakistan was very rare. Few scholars made reviews on these dramas. The materials were available on different websites in the form of journal, books, articles etc.

Kothari (2005) was a drama which concentrated on female gender or Zanaana: TV dramas in Urdu and The Culture of Women in Pakistan. So research was analyzed that since the presentation of TV in Pakistan in 1964 dramatizations in Urdu have appreciated incredible notoriety. This article investigates the manners by which Zanaana, or the circle of ladies, was haggled by these sequential distributions, especially during the period of General Zia regime and their effects on 1980 and 1990. Planned for controlling the perceivability and investment of ladies in the open circle was one of the key components of the task for the Islamization of his system, which keeps on applying an expansive political, social and social impact. In any case, the national location and the setting of TV seemingly heightens the connection between the private and the general population; the very separation point that causes man centric Islamism such a great amount of uneasiness towards ladies. This exposition centers around the creation, utilization, and textuality of dramatization arrangement in Urdu during the 1980s and 1990s. These accounts manage the lives of ladies, are composed essentially by ladies, and, perpetually, are seen by a wide female crowd. They add up to the advancement of ladies' way of life in private and open spaces. The paper builds up the idea of Zanaana to inspect how these arrangement open rambling destinations where ladies oppose, violate and arrange their recommended restrains in a man centric Islamist society.

Shabir et al. (2013) examined cultural effect on women of Urdu drama shown on Pakistani TV channel "Geo entertainment and Hum TV" Bahawalpur district. Scholars analyzed that the promotion of Pakistani culture on Urdu drama and want to find the Hum TV and Geo TV drama were near to our culture and traditions. This study finds that Bahawalpur women were influence by the style of the Geo and Hum tv Urdu drama and they adopt the style that the models were showing on dramas. Both channels proved to be best tools for exchange of culture.

Shah and Bhatti (2013) were examined on prime time drama of social taboos on Hum TV electronic media. The population they considered was prime time. The sample was total nine dramas and research design was content analysis. They found nine type of social taboos were shown including racism, drug, abusive language, divorces, nudity, disrespectful behavior, abortion and extramarital affair. The nudity was shown in most of the cases and in Mehar Banu and Sha Banu drama, the level of social taboos was higher as compared to other formats.

Zia (2014) examined that effect on youth of Pakistani drama district Lahore. The scholar examined that no one denied that Television has become important part in our life. It gave both impacts "positive and negative. It had impact on our country where mostly populations were

uneducated. PTV was the only channel available at that time but competition was started when the advanced technology was launched like satellite, cable and dish. So PTV channel was in competition with foreign channels. Samples were Lahore College for Women University, government Collage University and University of the Punjab. The researcher collected the data on structure interview. The scholar found that the Ptv channel cultivated norms and cultural youth also felt the change on their attitude because of the drama.

Ze (2015) examined the development of tv drama on past and present. The study discussed different dramas on 1980 to 21 century and concluded that with the passage of time, Pakistani drama has changed its shape. Naz and Mahmood (2015) were concentrated on the Impact of Highlighting Social Problems Through Television Dramas on the Audience. Social exercises and cultural propensities were depicted by portrayal. Portrayal had a place with human instinct. Thoughts can be changed from any medium and its imperative target is training, amusement and the foundation of virtues. Portrayal includes characters, interest and story sees. Moreover, portrayals of stories through characters were called dramatizations, and the show arrangement can change individuals' perspectives. In this exploration article, a subjective and quantitative investigation may decide if the delicate subject shows the issues of obscuring of society and either it leaves effects on individuals or not.

Karim and Shehzad (2016) were concentrated on the effect on youth romantic scenes on Pakistani drama along these lines the researcher's desire to speak that the most motivation behind this investigation was to explain the social and mental conduct of Pakistani youth once recognize sentimental scenes in Pakistani dramatizations. Shah and Khurshid (2017) examined the effects of social values system on Pakistani society through television. In this way, the researcher's desire inspected that this examination investigates the consequences of television media as a spur of the moment program supply on practices of social and non-common cost in Pakistani society. During this examination researcher utilized blended ways, quantitative data through questionnaire formulated on Likert scale. Also, 03 bunch conversations led with fifteen understudies, which gave the subjective data. The outcomes that television incorporates a durable impact, specifically; the methods shows, news and notices square measure applied. This affected the social and non-common value framework and in this way the acts of our general public for the most part and explicitly on adolescents.

Theoretical Framework

In a general sense the Theoretical framework guideline drawn by the researcher for mass correspondence were perfect and proper for our topic. On a very basic level, it helped the examiner to separate the specific examination criteria. The principal inspirations to use speculative framework was to strengthen the thoughts and ideas of the researcher. For the research in hand, the researcher used social learning theory. The researcher wants to apply social theory on the effect of Pakistani modern drama on youth. These dramas effect the social interactions of the youth of country and as such it is important to learn about the social and cultural implications of these dramas. At that point naturally individuals get motivated by watching dramas so then automatically people get inspired by watching drama and also they will learn and adopt these social and cultural norms from dramas.

Research Questions

- Does Modern Drama affect the social and mental health of Pakistani youth?
- Does the Pakistani drama spread a more liberal approach to life on the youth?

- Are Pakistani Modern Dramas near to our Islamic culture of Pakistan?

Methodology

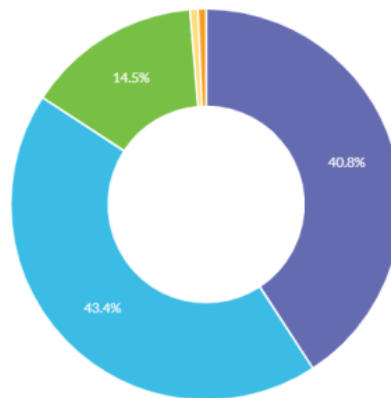
A research methodology was designed so that it could be used to conduct a research to fulfill its objectives and get answers to the research questions. The researcher used survey method to collect the data from the target population to identify the effects of Pakistani modern drama on youth. The researcher selected the population for their study from the city of Lahore. The researcher targeted both sexes, female and male, who were watching Pakistani drama. The researcher selected random simple sampling to gather their data from their target population in Lahore. In this study, the sample size was based on 150 respondents. The target audience ages were 18 to 36 because they are easily impressionable. The researcher made 20 research questions with multiple choice answers to gather data. The researcher used the software to analyze their data with the help of sample percentages method through percentage of analysis.

Result Analysis

Result of Research Question shows that:

Exposures to Modern Drama effect the social and mental health of Pakistani youth?

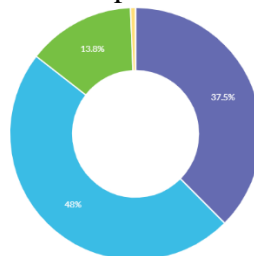
Graph: 5:1



Graph: 5:1 shows 43.4% people were agreeing that exposure to modern Drama disturbing our mental Health.

Does the Pakistani drama spread a more liberal approach to life on the youth?

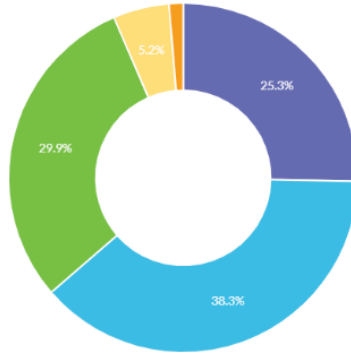
Graph: 5:2



Graph: 5:2 shows 40% people were agreeing that Pakistani drama spread liberalism life on Youth

Are Pakistani Modern Drama near to our Islamic culture of Pakistan?

Graph: 5:3



Graph: 5:3 shows 38.3% people think that Pakistani Modern Drama are not near to our Islamic culture of Pakistan.

Pakistani Modern Drama content had huge impact on youth, they were adopting liberalism like east food from restaurants, wear modern cloth, talk with your family member rudely etc.

These kind of content popularity show that people were strongly turn into such content. If PEMRA avoided to take action in time then these kind of content will become out of control. Pakistan country was the Islamic country our social values, norms, ethical belief are totally based on Islam so these norms that show in modern Pakistani drama were not in holy Quran. All have been taken from foreign culture.

This study result clearly showed that drama want to shape our behavior, attitude, social interaction with people in our society. Basically Pakistani modern drama content was not comfortable to watch with family so such kind of drama has bad effect in our society. If we avoided to stop making this kind of drama the effects on our society shall be in huge in the days to come.

Discussion

A total of 150 respondents were used to gather the relevant data. The Pakistani modern dramas were mostly liked by the youth. Yes it was proved that Pakistani modern drama does not suit the youth as the results show that their content was totally against our Islamic values so 38.3% respondents think that Pakistani Modern Drama was not near to our Islamic culture of Pakistan but 25.3% respondents also strongly agreed about Pakistani modern drama were not near to our Islamic culture, 29.9% respondent believed that Pakistani modern drama was near to our Islamic culture, 5.2% respondents disagreed and 1.33% respondents were strongly disagreed with the statement.

43.4% respondent were agreeing on Pakistani Modern Drama disturbing the mental health of Pakistani youth, 40.8% respondents were strongly agreed about Pakistani modern Drama disturbing the mental health of Pakistani youth but 14.5% respondents were neutral on Pakistani Modern Drama disturbing the mental health of Pakistani youth and 0.66% disagreed and 0.66% strongly disagreed with the statement. So now prove that mostly respondents get disturb their mental health by watching Pakistani modern dramas.

45.5% respondent were agree on Pakistani modern drama spread liberalism life on Youth , 33.1 % respondents were strongly agree on Pakistani modern drama spread liberalism life on Youth , 20.1% respondents were natural about Pakistani modern drama spread liberalism life on Youth but 0.66 % respondent were disagree on Pakistani modern drama did not spread liberalism life on Youth and also 0.66% respondents were strongly disagree on Pakistani modern drama did not spread liberalism life on youth . Hence prove that liberalism came from West

Country and the Western culture was promoted on Pakistani Modern dramas in Pakistan. Results prove that Pakistani modern dramas were very strong effective on Lahore district of Pakistan.

Conclusions

This study was aimed to examine the effect of Pakistani modern drama on youth of Lahore district. Three research question were developed like Modern Drama examines the mental health of Pakistani youth and this research question was accepted as most of the respondents said that they were getting mentally disturbed by watching Pakistani modern drama. Next research question was Pakistani drama was spreading liberal ideas among the youth and mostly respondents said that they did not like the modern and liberal content stories on Pakistan drama channel because youth were easy to target and easy to be impressed by these stimuli. So when they saw these types of content on screen then they automatically try to adopt. Last research question was whether Pakistani Modern Drama was near to our Islamic culture of Pakistan so Pakistani modern drama did not represent the Islamic culture and also most of the respondents said that Pakistani Modern Drama was not near to our Islamic culture of Pakistan. The study further proved social learning theory.

University students are influenced by the styles of Turkish dramas models and also they are adopting their life style and dressing styles. But they do not affect the Islamic values. One more thing is that they are promote liberty among Pakistani women they know how to make ourselves independent now a days. Three hypothesis were develop in this research like University students are influenced by the styles of Turkish dramas models and this hypothesis is accepted through this research mostly respondents said that they are influenced by the styles of Turkish dramas models. Next hypothesis is University are trying to adopt the styles of Turkish dramas models and mostly respondents said that they like the styles of Turkish dramas models that's way they are trying to adopt their styles. Last hypothesis is Turkish dramas are affecting the Islamic values because Turkey represent the Islam religion but they don't show Islam in their dramas and this hypothesis is rejected because they don't affect the Islamic values among University students. Citation: Iqbal M (2018) Effects of Turkish Dramas on University Students:

Suggestions and Recommendations

Above study result suggested that Pakistani TV channels should promote Pakistani dramas and culture

Above study result suggested that Pakistani TV channels should promote Pakistani dramas and culture

- Pakistani modern drama must be based on Islamic values.
- Pakistani modern dramas should also promote the strength of women instead of highlighting and always showing her weak sides.
- Pakistani modern drama should make the content on Islamic religion perspective.
- They should start focusing on the story and also content, rather than encouraging romantic and glamour story content.
- PEMRA should allow promoting only that content which are closely to our culture and religion values.
- PEMRA is also taking the action against on unethical story, scenes, dressing and language which are badly negative impact on youth.

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