

# CULTURAL EFFECTS OF URDU DRAMAS OF GEO AND HUM TV ON WOMEN: A CASE STUDY OF BAHAWALPUR, PAKISTAN

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## ABSTRACT

*The study "Cultural Effects of Urdu dramas of Pakistani TV channels (HUM and GEO Entertainment) on women" (A case study of Bahawalpur) conducted to determine the effects of Urdu TV dramas on women of Bahawalpur as well as to dig out the factors for which women used the media in the area. The study also analyzed to find out the importance of television Urdu dramas in the promotion of Pakistani culture. The study also conducted to see that GEO and HUM TV dramas are close to our traditional and cultural values. The study reveals that the Hum TV Urdu dramas are close to our traditional and cultural values, while the geo TV Urdu dramas is not presenting Pakistani culture. The study also expose that the women of Bahawalpur adopted the styles of models shown by Urdu dramas of Geo and Hum TV. The outcome of the research also proved that that Geo TV and Hum Urdu dramas is improving the education of the women of Bahawalpur City due to the modeling styles and the promotion of modernization. The findings of the study also confirmed that the both TV's Urdu dramas are best mediums for the cultural exchange in the society.*

**Keywords:** Cultural Effects, Urdu Dramas, Geo TV, Hum TV, Women status

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## INTRODUCTION

This study has been designed to analyse the effects of media particularly the Private television Urdu dramas on women of Bahawalpur to investigate the cultural effects of Pakistani dramas on the women social life.

Media is the most powerful instrument of communication and has the power to motivate the opinion of common people. Stanley j. Baran (2004), says that media is saturating our everyday lives that we are often unconscious of their presence, not to reveal their influence. Media inform us, entertain us, enjoyed us, and annoys us. Media moves our emotions, challenges our mind, and insults our intelligence.”

Media represents an important mechanism for peoples of different social, cultural and tribal groups to learn about each other. The importance of mass communication and its affects are as old as the history of mass media .People always likely to know how media messages are influencing people by bringing about an ordinary change in their values, norms and culture.

Media is nowadays have become a part of our life particularly television. It will not be wrong that there we can't find even a single house without television.

Television is making the audience to aware about the latest information. Dramas are the biggest source of entrainment for Television. It also educates and motivates towards the new trends. TV dramas are the biggest source of enhancing the cultural values and norms.

## STATEMENT OF PROBLEM

The study of the researcher is related to the TV drama's cultural effects on women. Culture is the symbol of a society and media channels are the promoters of cultures among the people. They have the ability to improve the culture norms, values, believe and

structure. Celebration of transferred culture through HUM and GEO TV dramas like mother's day, Valentine's Day, all these celebrations lead viewers away from Pakistani Culture. Culture of a country is not inhibited to a territorial barrier in the present situation of the world. Due to global media, people of one country adopt another culture. It might be an awful situation for them because culture means the base or back bone of a nation, of a country.

The word culture indicates the beliefs, art, customs, and way of life and social organization of a particular group or country. Every nation has its own culture and obviously, we have very rich culture which we can feel proud of. But it is a shocking fact that our culture is now under the influence of the Indian or western culture. Our Urdu dramas are so much affected and influenced by western or Indian dramas. There is no denying that Urdu dramas are a great source of enjoyment and entertainment but these dramas are impress by Indian or western culture. Women are trying to practice what they see in Urdu dramas. Our Urdu dramas are becoming threat rather than a source of enjoyment, entertainment. Women had forgotten our own tradition, customs, and culture.

Adopting another culture is not worst if we can importance our own culture. We destruct our social and economic life if we fail to save our own culture. So, foreign culture promotion by dramas is creating threats for other culture such as projecting through Pakistani Urdu dramas.

Now Turkish dramas are playing by different T.V channels. These dramas are threats to our Urdu dramas and especially to our Pakistani culture. These dramas are against to our customs, tradition and culture. Turkish dramas are promoting vulgarity in our society. These dub dramas are destroy our Pakistani Urdu dramas. Pakistani Urdu dramas are not portrayed true picture of women. Role of women in Pakistani Urdu dramas are against our own culture. Women are now very depressed and have no value in

society. Some Urdu dramas show sister revival sister which is totally against our moral and cultural values. Mostly girls or women are wearing western clothes.

Now a day's women are adopting the different cultural aspects like living style i.e food, clothes, languages etc. Exchange of cultures is the good sign of development but on the other hand it is great threat to own culture. Dramas have the great and direct influence on viewers. So Pakistani TV dramas should be planned under the influence of Pakistani culture.

### **WHY GEO TV DRAMAS?**

GEO TV is a Pakistani private television network, founded by Muhammad Hamayoon Janjua in May 2002 and owned by Independent Media Corporation. 14 August 2002 the channel starts his test transmission and 1 October 2002 starts its regular transmission. GEO means live on, it is an Urdu word. GEO TV is a satellite channel. Researcher has selected the GEO TV for her research because of many reasons. Jaug group controlled the GEO TV. GEO TV has many channels like GEO NEWS, AGG, and GEO SUPER AND GEO ENTERTAINMENT. It has been seen all over the world where Urdu speaking people are living. It is a very popular channel in all over. GEO TV dramas are very popular in the world because of the contents. Mostly dramas of GEO TV family oriented like *ye zindagi hy*, *meri zaat zera benishan*, *Ashk*, *Khuda or Mohabaat* etc. GEO TV dramas are also culture related and they covers the all culture of Pakistan in his dramas like *uraan*, *meri behan mayaa* etc. GEO TV dramas also cover the women problems, issues in the society like, *Jahaiz*, *Ghaoo*, *Man jali*, *Ek hatheli py hina* *ek hatheli py laho* and *Saat perdoo main* etc. Popularity of the GEO TV dramas in women the researcher thinks to take the GEO TV.

Mostly GEO TV dramas are representing the true picture of Pakistani culture. Their dramas are not as much influential from western and Indian culture like other channels. They present

cultural image of the Pakistani women in dramas and also show the problems which she faces in the society.

Therefore, considering the importance GEO TV dramas and popularity among female the researcher choose GEO TV to analyze the effect studies.

### **WHY HUM TV DRAMAS?**

Hum TV is a Pakistan television network. Hum TV channel based in Karachi, Pakistan. It has 24 hours transmission. It is the first brand of Hum Network Limited. Hum Network Limited was known as Eye Television Network Limited prior to 21 January, 2011. Hum TV starts its transmission on 17 January, 2005. It is one of the most popular channels of the Pakistan. Its popularity is due to its contents. Private channels have no limitations as compare to government owned channel. Mostly soaps and drama serial are played by this channel. Hum TV is popular among the girls due to its dramas. HUM TV dramas are mostly culture related like Dastan, dur-e-shehwar, HUM TV also presents religion type dramas which dramas brings near our new generation to Islam e.g Main abdul qader hn. Humsafar is the most popular drama of this decade in Pakistan history. When Humsafar were aired then markets and roads was empty. Popularity and hype of this is too much amongst women. The story of this drama is revolving around the women problem and issue. Most of the dramas of this channel are highlighting the women problems and issue in the society like Qaid-e-tanhai, Parsa, Ishaq janoon dewangi etc. Mostly HUM TV dramas are representing the true picture of Pakistani culture. Their dramas are not as much influential from western and Indian culture like other channels. They present cultural image of the Pakistani women in dramas and also show the problems which she faces in the society.

Therefore, considering the importance HUM TV dramas and popularity among female the researcher choose HUM TV to analyze the effect studies.

## REVIEW OF LITERATURE

Saleem, Nosheena (1994) researched on “Cultural imperialism .A case study of the impact of Dish Antenna on Pakistani society”. She conducted the survey research. In her research she found that “most of the people like to watch Dish Antenna and they are the regular viewers. Most popular channel among the viewers is ZEE TV. Mostly Hindi and English language used in majority of programs.” It is concluded the mostly women are attracting towards dresses, hairstyle of Indian and western models. It also has great effect on themes and production of PTV and STN programs.

Aftab butt, Sehar (2000) researched on “An Analytical study of the role PTV dramas in educating the masses about women problems (july2001-june2002)”. In her research she used two method, survey and content analysis method. She significantly analyzed dramas of prime time and Khawateen time from July to June 2002. In her research she concluded that PTV dramas failed to educate the people but successes in highlighting women issues. The theme of PTV dramas lost diversity and every drama has same subject to appear. Due to this PTV has less viewership than cable TV network. Due to exposure to other channels hobbies and perceptions have changed with the passage of time”.

Zaid bin Ismail, Rao (2004) conducted research on “impact of Television on youth”. In his research he used survey method with the help of questionnaire. He found that “Due to television programs the views of student of Punjab University had modernized. Their views about different issues have modernized like parental authorities, women’s freedom, coeducation etc. it is difficult to understand that whether the modern views of people are due to television or due to other source of information.

Tariq, Saba (2005) carried out a research on “the comparative study of PTV and GEO TV in promoting Pakistani cultural”. She used survey method technique in her research. She assumed that “Pakistan television is effective re-presenter of Pakistani culture and its characteristic with the help of its contents like dramas, cooking shows and cultural shows. Due to its cultural contents Pakistani television dramas had a wide range of viewership and credibility. Geo TV has heavy viewership of its talk shows, researcher conclude that GEO TV is promoting the fake image of Pakistani culture by highlighting others culture instead of Pakistani culture”.

Majeed, Ayesha (2005) carried out a research on “Influence of star plus dramas on female students of Punjab University”. In her research she used survey method techniques. She concluded that Dramas are the best source of entertainment but the idea of dramas is to point out a exiting and social problem from which a positive message gained that improves our lives. Star plus dramas is one of the best sources of entertainment which attracts our youth towards them. The main priority of star plus dramas is to highlight their culture and region. Indian culture is penetrating in praying, festivals, dresses, relationships; the main reason is the heavy viewership of star plus dramas.

Ali (2001) carried out research on “Impact of satellite television channels on the people living in Lahore”, he used questionnaire method in his research. The questionnaire filled by 800 social science student of the University of the Punjab. The purpose of this research was to find out the influence of satellite television on the lives of people living in Lahore. The researcher concludes the following:

- Foreign cultural values influence the people’s religious and socio-cultural thinking.
- Social behavior, food, architect, fashion and language were effecting due to satellite channels.

- Satellite channels were influencing on the style of living in Lahore.
- Satellite programming has impact on Pakistani Media.
- The Eastern and western Culture highlighted in satellite channels.

Ahtesham (1998) carried out a research on “the effect of PTV dramas on wedding ceremonies and Islamic thoughts proved that the marriage ceremonies in PTV dramas were under the influence of Indian and western culture. Islam teaches simplicity. PTV dramas have unlimited glamour and these dramas were playing significant role in putting the viewers in psychological conflicts”.

Yoshii (2001) conducted the research on “Transformation in media and society: laying the ground work for cultural ecology proved that how changing in communication and diffusion of new media changes the whole society and culture. The flow of information is speeding up with the help of new media, radical changes has occurred in the world such as never been occurred before. The world will change to a value system that disclosure changes. If new media used inappropriately, not only serious social problems brings out but also create communication and information gap between rich and poor and between those who do not decisively need to create awareness about media literacy and media ethics”.

Zia (2007) in his research on “effects of cable television on women in Pakistan” explained that reading habits and routine of viewers has effected by television. He conducted a survey research in which he concluded that “there is pattern of changes where these are improved they tend to be among the paper of popular press where decreases among the more serious papers. Television motivates the reading items that show in television programs”.

## **OBJECTIVES OF THE STUDY**

- To find out whether the Pakistani Urdu dramas are close to our traditional and cultural values.

- To find out the impact of GEO and HUM TV dramas on women.
- To find out whether these dramas are promoting Pakistani culture.
- To find out whether these dramas are successful in educating the women about Pakistani culture.
- To find out whether these dramas help to improve status of women in society.

## **HYPOTHESES**

- H<sub>1</sub>: GEO Television Urdu Dramas are not close to our traditional and cultural values, while the HUM television is vice versa.
- H<sub>2</sub>: Whether these dramas are successful in educating the women of Bahawalpur.
- H<sub>3</sub>: Whether these dramas help to improve status of women in society.

## **RESEARCH DESIGN**

To dig out the aims, objectives and possible answers of the hypothesis of the problem of “Cultural effects of Urdu Dramas of GEO and HUM TV on women” the researcher adopted the Survey method, because the method is mostly use to find out the opinion of the target audience of the research.

The researcher developed a questionnaire and sends to the target audience to determine their opinion and views about the effect of television and awareness process of it.

The research was limited to a specific area of District Bahawalpur, South Punjab, Pakistan. The researcher selected the area due to the familiarity with the culture, social, economical and traditional background of the women, as well as the mind standard of the women. The researcher also knows the influence of the Urdu Dramas in the area. Wimmer and Dominick (1987) defined the term

population in the context of research that “Population is the group or a class of subject, variables, concepts and phenomenon.”

### **Sampling**

The researcher selected random sampling for the present study to evaluate every possible selection of the population in the Bahawalpur. The researcher distributed questionnaire for the collection of the data among the target women.

### **Sampling Size**

Wimmer and Dominick (1987), Sampling size is very controversial phenomenon in the field of research. The communication researchers also clearly defined criteria for the sample size. They explained that sample size is probably based on the time, resources, project type, complexity, project process, expecting errors, and on the relation of previous research.

The researcher selected the sample size according to the time, financial, density, possible errors, and project type. The researcher selected 200 sample sizes including 100 married and 100 unmarried women of Bahawalpur.

### **Research Tool**

A questionnaire comprises on 21 questions were developed as tool for the data collection. The questionnaire was including 20 close-ended and 1 open-ended questions. The close-ended questions were comprises on 2-3 options to facilitate the respondents.

The questionnaire was developed in the light of research objectives and hypotheses. The questionnaire was prepared comprehensive, clear, informative, logical and coherent manner that to get positive response of the audience.

### **Data Analysis Technique**

For the data analyses the researcher used the researcher used SPSS (Statistical Package for Social Sciences version-19) for window was

used for quantitative data analysis to sure objectivity in the results of the study. Microsoft Word and Excel used for the composing and tabulation, graphs and charts.

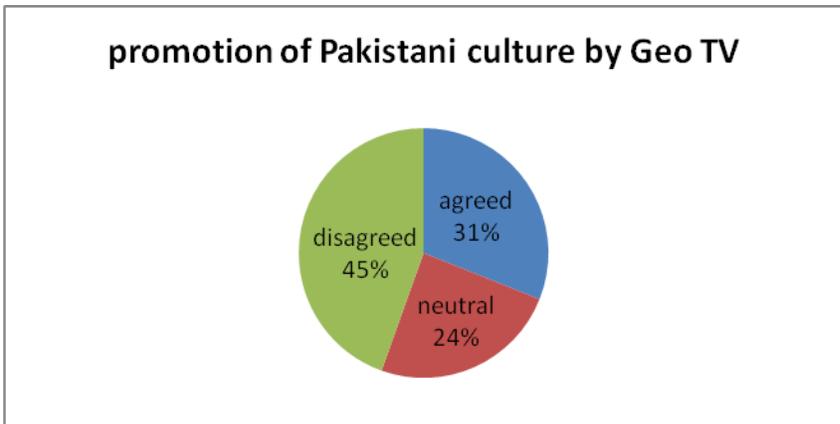
### Data Analysis and Interpretation

**Table 1.1: Demographic Characteristics of the Respondents and Viewership**

Sr.#	Demographic Characteristics	Description of Characteristics	f	%
1	Age (years)	15-30	134	67.0
		30-45	50	25.0
		45-60	16	8.0
		Total	200	100
2	Marital Status	Married	100	50.0
		Single	100	50.0
		Total	200	100
3	Exposure to TV	Yes	198	99
		No	2	1
		Total	200	100
4	Exposure to Urdu Drama	Yes	197	98.5
		No	3	1.5
		Total	200	100

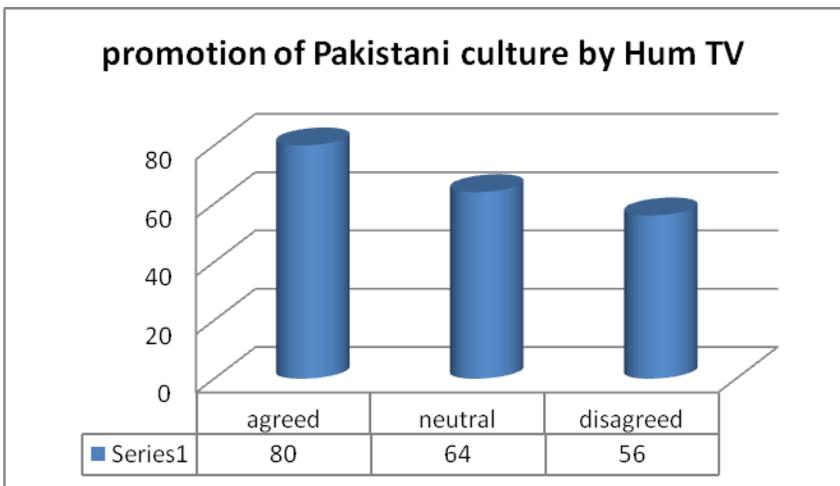
The table 1.1 shows the demographic characteristics and exposure to television and Urdu dramas. Among them 198 out of 200 respondents exposed to television in which 197 watched Urdu dramas. Among them 100 married and 100 single women in which 134 aged 15 to 30 years old, 50 of 30 to 45 and 16 of them were 45 to 50 years old in the district of Bahawalpur exposed to Geo and Hum television Urdu drama.

**Fig.1.1: The Promotion of Pakistani Culture by Geo TV**



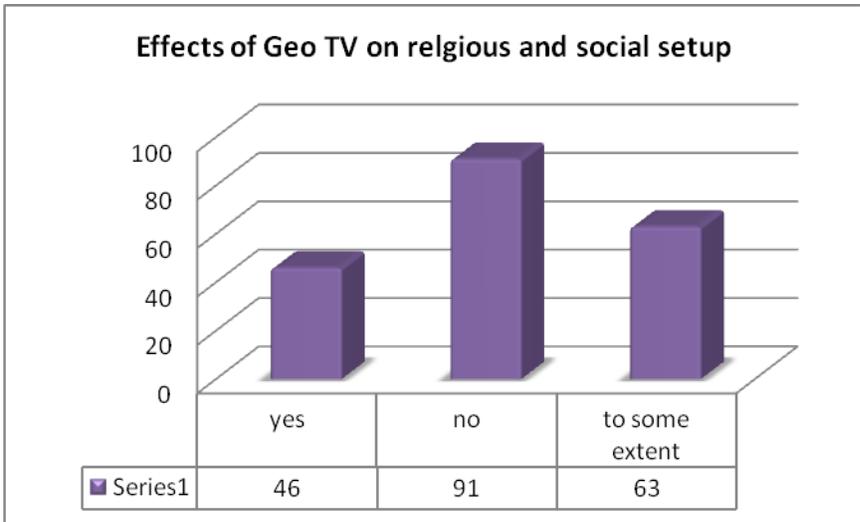
The figure 1.1 demonstrates the opinion of the respondents about the promotion of Pakistani culture by GeoTV. Among the respondents 45% disagreed, 3% agreed and 24% became neutral to the notion that Geo is promoting the Pakistani culture internally and externally. The results shows that majority of the people rejected the notion that Geo TV promoting the Pakistani culture.

**Fig. 1.2. The Promotion of Pakistani Culture by Hum TV**



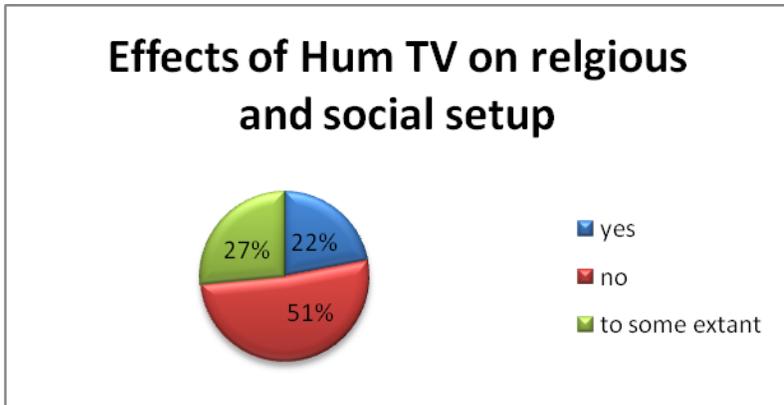
The figure 1.2 shows the opinion of the respondents about the promotion of Pakistani culture by Hum TV. 56 of the respondents disagreed, 80 agreed and 64 became neutral to the notion that Geo is promoting the Pakistani culture internally and externally. The results shows that majority of the people accepted the notion that Geo TV promoting the Pakistani culture.

**Fig. 1.3. Effects of Geo TV on Religious and Social Setup of Pakistan**



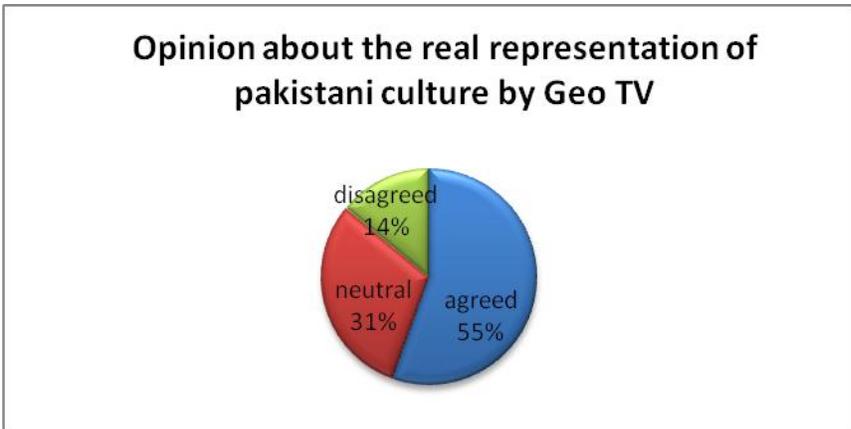
Responding to a question 46 out of 200 respondents accepted the idea effecting of social and religious setup of Pakistan, 91 rejected and 63 to some extent agreed to the principle that Geo TV effecting the religious and social setup of the country. The figure 1.3 confirmed that Geo TV Urdu dramas are affecting the religious and social setup of the women of the country.

**Fig. 1.4. Effects of Hum TV on Religious and Social Setup of Pakistan**



The figure 1.4. explored the views of the respondents about the effects of the hum TV on the religious and social setup of Pakistan. Among the respondents 22% agreed, 51% disagreed, while 27% to some extent think that the Hum TV effecting the religious and social setup of the country.

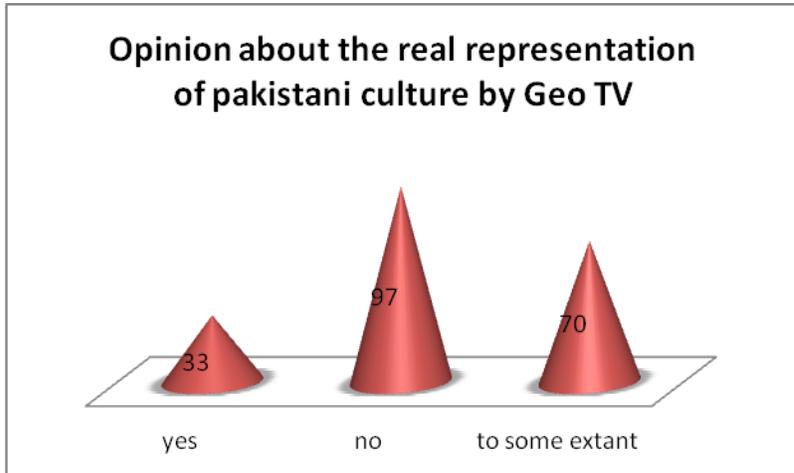
**Fig. 1.5. Opinion about the Real Representation of Pakistani Culture by Geo TV**



The figure 1.5. Shows the opinion about the presentation of real picture of Pakistani culture by the Geo television. 55% agreed, 14%

disagreed while 31% became neutral about the assertion. The result shows that majority of respondents think that Geo television channel is representing the real culture of the Pakistan.

**Fig. 1.6. Opinion about the Real Representation of Pakistani Culture by Geo TV**



The figure 1.6 illustrates the view about the representation of real picture of Pakistani culture by Hum television. 33 out of 200 agreed, 97 disagreed while 31 became neutral about the statement. The result shows that majority of respondents think that Hum television channel is not representing the real culture of the Pakistan.

### **JUSTIFICATION OF THE OBJECTIVES**

The result of the study proved the objective of the study that Hum TV Urdu dramas are close to our traditional and cultural values, while the geo TV Urdu dramas is not presenting Pakistani culture.

The study justified the objective of the research that the women of Bahawalpur adopted the styles of models shown by Urdu dramas of Geo and Hum TV.

The outcome of the research also proved the objective of the study that that Geo TV and Hum Urdu dramas is improving the

education of the women of Bahawalpur City due to the modeling styles and the promotion of modernization. The results also explored that majority of respondents think that Geo television channel is not representing the real culture of the Pakistan. While other side majority of respondents think that Hum television channels is representing the real culture of the Pakistan. To find out whether these dramas help to improve status of women in society?

The study also justified the objective of the research that the Geo and Hum Urdu dramas are highlighting the women right issues and problem in its Urdu dramas.

### **HYPOTHESES RESULTS**

The hypothesis “GEO Television Urdu Dramas are not close to our traditional and cultural values, while the HUM television is vice versa”, proved the results of the study because majority 44% of the respondents said about the Geo TV is not presenting our culture in its Urdu dramas whereas 40 % of other side agreed with that Hum television is promoting Pakistani culture, norms and traditions in its Urdu dramas.

The results of the study justified the hypothesis “Whether these dramas are successful in educating the women of Bahawalpur” that majority of them replied about Geo TV 43% and Hum TV 47% agreed about the idea that both the channels are promoting education level of the women of Bahawalpur, southern Punjab, Pakistan.

The hypothesis “Whether these dramas help to improve status of women in society” confirmed by the finding of the study that 94 out 200 respondents said that both the television Urdu dramas are presenting the women right to the society. While 35 among them were didn't as well as 71 were to some extent agree with the idea that Geo and Hum television are highlighting the women right issues and problem in its Urdu dramas.

## CONCLUSION

It concluded that television is most important medium of culture promotion as well as for violation for the culture. In the light of the study it is summarized that Geo television dramas are not presenting the Pakistani culture, whereas, Hum TV is promoting. The study also justified that woman of Bahawalpur, Pakistan adopting the styles of models shown by Urdu Dramas of Hum and Geo TVs. It is also proved that both television dramas are promoting the education of the women of Bahawalpur. The results of the study confirmed that Geo television channel is not representing the real culture of the Pakistan. While other side majority of respondents think that Hum television channels is representing the real culture of the Pakistan. The finding also justified the hypotheses that Geo and Hum television are highlighting the women right issues and problem in its Urdu dramas.

## RECOMMENDATIONS

- In the light of the result of the study it is recommended to the both channels to promote the Pakistani culture.
- It is also suggested to the Geo and Hum TV to promote our religious and social setup by the Urdu drama.
- It is also recommended to the both channels to project modernization in the positive way in the context of Pakistani Culture.
- It also suggested to the both channels that to not promote the Indian culture in its Urdu drama.
- It is also recommended to the both TV channels that to highlight the women right issues and problems through their Urdu drama.

- It is also suggested to the both channels that to promote the norms and traditions of Pakistan then the other countries.
- It is also suggested that PEMRA should to sensor the script of the drama in the context of Pakistani culture and taboos of the society.

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