

The Effect of Television Dramas on Perception of Young Viewers: A Study of Lahore Based Universities

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Abstract

Main objectives of the study are to examine the exposure of young viewers towards Private TV Dramas and to examine the positive feelings of young viewers towards Private TV Dramas. In addition, it is also objective of the study to examine the negative feelings of young viewers towards Private TV Dramas. In current study data is collected from private and Govt universities of Lahore. Data is collected 400 respondents which are students of different classes. Convenience sampling technique is used for data collection from the respondents. SPSS V-23 is used for analysis of data and application of statistical tests. After the statistical analysis the it was concluded that relationship was found very significant among all independent and dependent variables. It is also suggested that there is need to conducted new studies on this area as well.

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Introduction

Media theorists believe that a new global culture is any other choice. But with the development of emerging through Television. It has exercised great communication technology people got access to many influence on norms and values including fashion, dress, foreign channels through dish antenna and now by cable decoration, food, language and so on. It has also become television. A large number of people have moved towards a part of everyday life and it forms the subject of public foreign channels to get information and entertainment and private interest and discussion. With the expansion this situation affected the PTV viewership, which is a of Television, a general observation is that this mass matter of concern for PTV administration But still PTV medium has more power than its predecessors (print and has the largest viewership as cable television in Pakistan radio). After the introduction of television (TV) in 1964 in is concentrated to only 55% household whereas PTV is Pakistan, the country witnessed a change in social and accessible to 99% of the total population (Zia, 2014).

But with the passage of time, a general observation is that introduction of satellite this change turned into a revolution. Presently Pakistan channels through dish antenna and cable television has Television has access to almost 99% population of the created a competition between the programs of PTV country. Today no one can deny the importance of TV in from the sky' forced PTV to glamorize its programs terms of its effects. It has a relatively pervasive impact on specially the drama, in order to maintain the interest of the country like Pakistan where majority of the people are audience. In this context the present study was illiterate. With the recent technological developments it conducted to evaluate the "effects of PTV Drama on the has become the most important medium. The advent of youth in Lahore" and became more significant as it will dish antenna and cable television has exposed the help both PTV administration as well as the information television viewers to an array of channels. Pakistan is policymakers to understand the reactions and behaviors not affected by these changes. There was a time when Pakistan Television (PTV) was the only TV channel for Media theorists believe that a new global culture is any other choice. But with the development of emerging through Television. It has exercised great communication technology people got access to many influence on norms and values including fashion, dress, foreign channels through dish antenna and now by cable decoration, food, language and so on. It has also become television. A large number of people have moved towards a part of everyday life and it forms the subject of public foreign channels to get information and entertainment. and private interest and discussion. With the expansion this situation affected the PTV viewership, which is a of Television, a general observation is that this mass matter of concern for PTV administration. But still PTV medium has more power than its predecessors (print and has the largest viewership as cable television in Pakistan radio). After the introduction of television (TV) in 1964 in is concentrated to only 55% household whereas PTV is Pakistan, the country witnessed a change in social and accessible to 99% of the total population (Hussain, 2012).

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Several studies have demonstrated that the information and exposure provided by television can influence a wide range of attitudes and behavior. There was much discussion about the exact nature of television when it first arrived on the cultural scene in the 1930s. How precisely it differed from its competitors (particularly radio and cinema) produced much debate, both cultural critics and practitioners arguing over what the small screen could do most successfully. As reveals in 'The Intimate Screen', the conclusion of many early commentators could be categorized under three broad headings:

Statement of the Problem

According to Taylor (2005) an experiment was conducted on the sexual content on the broadcast television and the results that were found showed that college students who were exposed by showing the sexual television contents and perceived this as the realistic and they were more willing to support nonjudgmental sexual behaviors and also to estimate that more of their female were sexually willing and showed the active behavior than the youth who is not familiar with the Television sexual contents (Taylor, 2005).

Ward et al., (2006) both male and female college students having different television experiences were analyzed the female students who were used to of watching more television and more music videos identifying very strongly with the female characters that were more willing to endorse the sexual stereotypes portrayed by the television program whereas on the other hand for the males only few more hours of the music videos watching were associated with greater support of the sexual stereotypes after viewing the television scenes regarding the sexuality. TV dramas are also playing very significant role for developing of gender role in young viewers. In current situation, TV dramas are effective and also have very versatile attraction for young viewers. Moreover, TV dramas are also having negative effects on perceptions of young viewers. TV dramas are also playing very significant role for developing of gender role. These studies also focused on these issues and provide strong solutions that how TV dramas should be avoid such type of negative effects (Ward & Friedman, 2006).

Objective of the Study

- To examine the exposure of young viewers towards Private TV Dramas.
- To examine the positive feelings of young viewers towards Private TV Dramas.
- To examine the negative feelings of young viewers towards Private TV Dramas.
- To examine the attitude of young viewers towards Private TV Dramas.
- To examine the cognition of young viewers towards Private TV Dramas.

Research Question of Study

- What is the exposure of young viewers towards Private TV Dramas?
- What is the positive feeling of young viewers towards Private TV Dramas?
- What is the negative feeling of young viewers towards Private TV Dramas?
- What is the attitude of young viewers towards Private TV Dramas?
- What is the cognition of young viewers towards Private TV Dramas?

Hypothesis of Study

- It is more like that exposure of young viewers and perceptions are positively correlated.
- It is more like that attitude of young viewers and perceptions are positively correlated.
- It is more like that cognition of young viewers and perceptions are positively correlated.

Literature Review

In this world of media everybody is being pulled and attracted by one or the other kind of media outlet. Public consumption of the media has increased since the inception of various new drama and news channels. The audience has now the multiple choices. If we talk about the electronic media, there are diverse kinds of contents being bombarded on the audience. Viewers learn behaviors, social and moral principles from mass media which are the sources of social learning. The patterns of our thoughts and actions depend upon these behaviors and principle. We live in the world of media which has developed its influence among

the audience. There have been nothing more appealing than television to the society and ultimately to the public. The television is the only source of sharing the images and messages in an effective way.

Human being has been learning unaccountable patterns of living their lives and adapted certain rituals. Media create thinking through mediated communication. The social structure plays great role in television watching. Many electronic media outlets in Pakistan are new and have no firm idea that what would be beneficial for the society and what not. Various TV programs have developed their patterns of productions of dramas and shows according to the styles and the methods of west and Indian TV channels. There are various contents which are not synchronizing with the norms and culture of the society, in which we live. Social taboos are becoming common in electronic media prime time broadcast dramas. These contents if exist, cause the audience to do not watch the prime time broadcast dramas while sitting with their siblings. The entire family cannot sit together to watch dramas containing social taboo contents. With the help of content analysis the prime time dramas are analyzed for such prohibited contents and their level of occurrence and frequency is also measured. This study will help in understanding, controlling and even eliminating such taboo contents from the upcoming prime time dramas to provide the healthy and productive entertainment to the entire family audience.

The strong social prohibition relating to any area of human activity or social custom that is forbidden based on moral judgment, religious beliefs and or scientific consensus. A taboo is ultimately a social taboo because it is something forbidden to practice in any society. All contents relating to sex, incest, obscene language, animal-human sex, adult-child sex, sex with the dead, exposure of body parts, nudity, prohibited diets, violence, extra marital relations, gender discrimination, adultery, sexual fetishes, drug abuse, racism, disrespectful attitude, and anything which allures towards sexual activities or is against the moral judgment, religious beliefs and scientific consensus.

Pakistan television drama is not only a topic for Pakistani researchers but foreign researchers also are very well aware about glorious drama of Pakistan television. A classic work on Pakistani television drama is done in Nepal by qaiser and jabeen. Qaiser and Jabeen conclude in their classic work titled 'portrayal of women issues in Pakistan television drama serials' that PTV drama serials from 1964 to 2000 are based on real stories regarding women issues. Pakistan Television dramas present women issues and characters in a positive way. Drama serial 'duppata' sahira kazmi serial 'zaib-unnisa' bushra rehman's serial 'piyas', jameel malik,s serial 'musafain', 'ghar ek nagar' by Fatima suriya bajjia, mussarat kalawanchi's serial 'raigzaar', daram serial aanch, aroosa, kasak, hawa ke beti, neely hath, aasmaan, jungle, deewerein, kiran kahani, uncle urf, dhund, ajnabi, afshan, ana, zeenat, dhoop kinary, an kahi, zeenat, tanhaiyan and parchaiyan etc.

These dramas are evident of presenting women issues based stories. Globalization is a phenomenon which is structured with the modernization and a boom in technological advancements. Rana and Iqbal declared that emergence of localization or globalization in modern world had affected the culture of Pakistan as the place of religion channels is replaced by star TV. This localization has affect our way of living, life style, language, lakes socialization, negative image of women and behaviors by presentation of media products by our neighbor country. Tese are now adopted by our media; Indus TV, Geo, Ary and to some extent PTV also. But PTV still holds its cultural identity. Pakistani culture is been presented in state run broadcasting channel and globalization effects are ignored in PTV drama. Media plays a dynamic role in nationalistic thinking as it did in 1965 pak-into war by the Noor Jahan songs on borders between India and Pakistan. Pakistani drama is the medium that plays a continuous role on national days to arise the emotions of nationalism in audience. Umair Alvi describes that Pakistan television drama trial toward downfall because it loses the credibility by audience. Pakistan television played Nor Jahan songs and drama based on patriotism on defense day and other national days. For example, Saleem Nasir, Pilot Ofcer Farooq Iqbal, Zille Subhan and Nasir Sherazi enacted Captain Raja Mohammad Sarwar Shaheed (in early 80s), Pilot Ofcer Rashid Minhas Shaheed (in mid-80s), Major Tufail Mohammed Shaheed (in late '80s) and Major Raja Aziz Bhatti Shaheed (in late '90s).

Serials by Shoaib Mansoor 'Sunehry Din' and 'Alpha Bravo Charli' and Shoman series create a strong impact on youngsters to join army. Even Indian directors inspired by the Shoman series, one example is Farhan Akhtar who considers shoman while picturizing his movie 'Lakshya'. Two dramas on war time operations of navy in 1990s were 'Ghazi Shaheed and Operation Dwarka'. Pak-into joint collaboration also effects the drama production of war time which was based on national enthusiasm. Evident drama of this effect are 'Samander Jaag Raha Hai and Samandar Hai Darmian' while in Indian history only Main Hoon Na is produced to generate good will in audience about healthy Pak-Indo relations like 'Raj Kapoor's Henna and Vidhu Vinod Chopra's Mission Kashmir'. A lots of movies had been produced with negative impression of historical and combined pak-into events, some of them

are; Border, Hindustan Ki Kasam, Gaddar, Deewar and Ab Tumhare Hawalay Watan Sathiyoon. Lake of historical patriotic drama had lessened the PTV's credibility and finally the viewer ship of Pakistan television drama. Pakistani entertainment and fashion industry is fascinated with foreign localized media effects. Pakistani private channels present dramas that are following foreign dressing style and culture as well. Khan and Irum studied the impact of foreign media on our culture with the name of "Media imperialism and its effects on culture of Pakistan"

They did content analysis and survey as well. Findings of content analysis present that Pakistan television drama is losing its credibility for which it was known in the past. Pakistani channels are the shows and films of foreign countries which also effecting our community. Pakistan television drama plays a dynamic role and participates in giving awareness to audience about certain issues through its contents. John Hopkins Bloomberg School of public health did a study in collaboration with US Agency for International Development (2009). The study explained the results of study which was done on Pakistan television drama serial 'Paiman'. The message of the drama was for new born babies and mothers about health care issues. This drama was seen by almost 13 million women and men. 70% women who were exposed to the message were motivated toward action on the message of drama serial 'Paiman'. 93 % women were changed in their behavior after watching drama serial 'Paiman'. There were some barriers also to adapt the message of PTV drama serial 'Paiman'. These were; poverty, lack of family support/family dynamics, and the present societal status of women. John Hopkins University, population communication services (1991) considers in their research work that Pakistan television drama is viewed by 60% population. Drama played a dynamic role to give awareness and creating positive attitude among audience for betterment of society and social reformation. People who watch drama have a discussion about topic.

Intervening variables affect the outcome of exposure. The people who are high in income have strong effects (sampling was drama 'ahat' which was about family planning), understanding of couple, having small family size, gap between children is an important aspect of affect by television drama. Indian private channels are affecting Pakistani drama. Indian drama is exaggerating variation in Pakistan drama through privatization of media in Pakistan. Ayesha in 2010 presents the view that viewer ship of Star plus, Sony, and Colors is so high and among them star plus viewer ship is increasing day by day. One reason of star plus drama popularity is its viewer ship in the entire world where Urdu-Hindi community lives and audience of both genders male and female. Star plus dramas are presenting just lame stories and "No drama is based on Reality". People like star plus drama for relaxation, clothing, story, glamorous lifestyle and accessories. Some of the other reasons for liking Indian drama are hobbies, interests, and personalities. Roshan, Pervez, Siraj concludes in their research that Pakistan television drama enhance the level of violence in society against women. It is of verbal, physical, psychological and symbolic. As much the violence is portrayed in PTV drama's, the greater is the negative notion that is used for resolution of problems. And as much the level of violence is lower in PTV dramas (Porey chand ki raat, Abla Pah, Adhi Gawahi, Atish and Khawab Kheyal) there is lower level of violence in society.

A study conducted by Kaleemullah (2016) concluded that percent of the respondents felt considerable impact upon their social behavior. Viewers of programmes through dish antenna felt a change in their outlook towards life and became more broadminded. The study further revealed that satellite communication was introducing international culture and viewers were admiring the general living standards of social values of western and Indian societies. Majority of the women respondents in this study were of the opinion that dresses hairstyles and jewellery of Indian and western models grabbed their attention the most. Therefore, new trends and fashions were making their way in our society (Ullah, 2016).

The Media today is an army with carefully organized by weapons, the journalists it's officers, the readers it's soldiers. But, as in every army, the soldiers obey blindly, and the war aims and operating plans change without the knowledge. The readers neither know nor are supposed to know the reason for which he is used and the role he is to play. There is no more appalling caricature of freedom thought. For merely no one was allowed to think freely; now it is permitted, but no one is capable of it any more. Now people want to believe only what they are supposed to want to believe, and this they consider freedom. Pakistan Television Corporation (PTV) is owned and controlled by the government of Pakistan. Keeping in view the fact that the majority of the population of the country does watch PTV for seeking information and framing their opinion, the ruling party does use PTV according to its wish. By projecting the doings of only ruling party and exclusion of all others, the bulk of the viewers reject the programs of such nature as being untrue.

This aspect has smashed PTV's credibility among the viewers. Since the birth of PTV in 1964, PTV adhered to the same lines which were drawn by the ruling parties. This has created a dilemma both for PTV and its viewers. The voices of different sections of society for the independence of PTV were raised and documented which constitute one

of the major themes of this research. On the other hand, it has often been argued that if PTV becomes a private or completely independent organization without any substantial degree of control from government, it may deviate from the basic objectives chalk out at the time of its establishment. Though this argument occupies a wide place that in the drive towards complete autonomy of information on television, the principle that, "information is a commodity" plays a high-flying role. And the new policy-makers may tune the organization into a commercial corporation who has primary interest in keeping information secret to protect their commercial interests while their secondary interest may be to produce a commodity for sale in the market. Information which was once available to the public as of right will, in future, be available on payment. Taking a look at entertainment fare brings some other aspects of cultural invasion. But the most important question that arises out the context that whether we would be able to complete international media enriched with alluring contents having such controlled system of communication. Isere, one has to have a mounting pile of arguments to substantiate this phenomenon of no autonomy for television in Pakistan. Autonomy of PTV does not mean the freedom of information only but autonomy embraces the four different but integrated areas, which are administrative autonomy operational autonomy financial autonomy and ideological autonomy (Riaz, Mehmood, Abbas, Alamzaib, & Hameed, 2015).

Cultivation Theory

The cultivation theory was proposed by George Gerbner. It is one of the core theories of media effects. According to the theory, people who watch television frequently are more likely to be influenced by the messages from the world of television. The influence goes to such an extent that their world view and perceptions start reflecting what they repeatedly see and hear on television. Television is, therefore, considered to contribute independently to the way people perceive social reality. The theory postulates that watching television frequently influences an individual to develop certain ideas of reality or beliefs and assumptions about life that mirror the most consistent or universal values that are showcased on television. The more a person watches television, the more likely he is to be influenced by what he watches when compared to others who watch less but share other similar demographic characteristics. The theory argues that the media generally presents an image of the world that does not reflect reality. Television images are an exaggeration or fantasy of what actually exists.

There is a disproportionate number of handsome gentlemen, beautiful women, crime, wealth and violence. As a result, people end up perceiving the real world in a distorted manner and viewing actuality through a 'television perspective.' Television offers a plethora of ideas and conceptions on a variety of social and cultural dynamics like race, gender, sexuality, etc. Over a period of time, a fixed image of various groups of people is formed and viewers start to absorb these ideas which they then use as a map to navigate through life. This constant exposure to the media content cultivates specific values, beliefs, attitudes and desires in people. These newly preconceived notions shape their perception of the world and they ultimately influence how others perceive them. People, therefore, end up unconsciously shaping their thought processes and behaviour based on what they consume. In today's world, people are increasingly starting to depend on television more than any other medium to understand the intricate web of the norms, values and mindset of the society in which they live. Cultivation theory research views television as a system of messages and tries to understand its function and consequences on an audience. These messages complement one another and are organic and coherent in nature. Cultivation analysis focuses on the impact of long term cumulative exposure to television.

Application of Theory

Various studies have supported the claim that those who watch television more frequently, often display higher tendencies of being depressed and lonely, sense of alienation, have feelings of mistrust and think that the world is a malicious place. A study conducted in an experimental setting saw the outcome, at the end of the test period, that students who watch more action-adventure programs during a six month period are more likely to believe that the world was a very dangerous place. They also believe that there is a high chance that they would be personally involved in a violent incident. This is in stark contrast compared to the attitudes of other students who did not watch as many action-adventure shows as the test group. Research by L.J. Shrum has shown that people who watch television frequently are more likely to answer questions faster as well. They also give answers that reflect the messages or images that are the most common or repeated on television. The cultivation theory has been widely used in the study of violence in television. The theory has been used to explain how children who watch violent cartoons become violent themselves. Repeated exposure to violence on television reinforces existing beliefs that the world is a dangerous and unsafe place. Exposure to television further strengthens the position that acts of violence are a natural response to

situations of conflict. Over the years, research in the field has diversified and today, cultivation theory is applied to studies on health, religion, sex roles, political orientations, etc.

Methodology of Study

Research was designed to “The Effect of Television Dramas on Perception of Gender Roles among Young Viewers. The researcher used only quantitative method to investigate the positive relationship between independent variables and dependent variables. The study is cross-sectional in temporal terms and measures the “The Effect of Television Dramas on Perception of Gender Roles among Young Viewers” Research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common binding characteristics or trait. Target Population in this study constituted the students of different faculties of University of Punjab New campus, Lahore. The Rationale behind opting mentioned target population is higher mobility of giving representative sample. In the selection of certain departments as the target population of the University of the Punjab the under given factors was involved:

- This is the characteristics of the targeted population that it involves the main factors of overall population so it is easier to generalize.
- The research contains educated respondents as it easier for them to explain their stress issues and their details.
- The target population is easily accessible.
- Our research design demands inclusion of both males and females in research. This population gives easy access to both males and females.

Students of BS Hons and Masters of different departments of University of the Punjab New campus are selected using Proportionate Random Sampling. The process of selecting a sample from a population using special sampling techniques called sampling. It should be ensured in the sampling process itself that the sample selected is representative of the population

Sample of 400 respondents was taken out from four universities of Lahore. The purpose of a research design is to provide a plan for answering the research question and “is a blueprint for action”. It is the overall plan that spells out the strategies that the researcher uses to develop accurate, objective and interpretative information (Brink and Wood 1998:100) A descriptive survey design may be utilized “to study characteristics in a population for the purpose of investigating probable solutions of a research problem”. (Brink and Wood 1998:289), The present study falls in the category of Quantitative research as we have to perform different kinds of tests to explore the answers of the objectives. Moreover survey design is appropriate according to the technique. Quantitative research is defined by Bryman and Bell (2005, p. 154) that ‘entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality’. Proportional sampling is a method of sampling in which the investigator divides a finite population into subpopulations and then applies random sampling techniques to each subpopulation. Proportional sampling is similar to proportional allocation in finite population sampling, but in a different context, it also refers to other survey sampling situations (Etikan & Bala, 2017).

The researcher applied cross-sectional survey method for collection of data from the respondents. The researcher developed highly technical research assistant’s team for field exercise which was supervised by researcher in the collection, recording and coding phase of data. The researcher first organized two day orientation session with hired three male and three female research assistants. In first day of orientation session the researcher mainly discussed the research study objectives, justification and research questions while on second day the methodology, tool design were discussed and pretested among the research team members. After two days orientation session researcher selected 13% of the total sample population for pre-testing. In pretesting phase the research assistant team filled questionnaire from 25 female and 25 male graduate and master university students. After completion of pretesting phase some of the questions were not understandable and not responded by selected sample so they were modified and some leading questions were included in tool for better understanding and responses from study sample. As per field action plan the research team started data collection from sampled population in selected faculties of University of the Punjab, New Campus Lahore in the month of February, 2014 and were successfully completed after two months field exercise in the month of March, 2014. A self-designed questionnaire with different sets of the questions to measure the main variables of the study was used by the researcher. A questionnaire is an instrument with open and closed questions or statements to which a respondent must react (De Vos and Fouche 1998:89). This design was chosen because it was quite compatible with the objectives of the study. Neuman (1997) proposed different layouts

for the survey research and described the techniques to design a questionnaire layout. A quantitative data collection instrument with a series of questions posed by the investigator was developed for collecting the demographic information and to measure the role of crime shows of private television channels in creating violent behavior among youth. The main variables of the study were captured in reviewing the literature and then those variables were turned into questions to develop a questionnaire. The technique of questionnaire was preferred for the data collection because of the following reasons:

- As the questionnaires were distributed and collected personally by the researcher that's why it ensured a high rate of response from the respondents.
- No active intervention on the part of the investigator that may produce researcher bias (Cohen et al 2000: 171).
- They prevent from the wastage of time and energy.
- They reduce the opportunity of biasness because of the consistency in the distribution process.
- All the questions were close ended so it was easy for the respondents to respond properly.
- Possibility of anonymity can be offered by not mentioning the name.

Although questionnaires have many advantages as mention above, but also have some weaknesses. As, Burns & Grove (1993:368) noted that the questionnaires have the problem of validity and accuracy. The respondents do not reflect their true opinions but they have to choose the options from the close ended questions to please the researcher and the valuable information is lost because of the short statements of the questions. The questionnaires included closed- ended questions to make the respondents convenient for their contribution. Close ended questions are easy to administer, monitor and analyse for the researcher. Polit & Hungler (1993:203) suggested that the respondent is able to complete more closed ended questions than open ended questions in a defined span of time. The items were asked in English Language because this study deals with the highly educated population and all the respondents were able to understand the English to complete the questionnaires. In the instrument, five likert scale with the options of Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree was used in order to measure the variables.

The questionnaire consisted five sections, first section aimed at the demographic information such as age, gender, level of education and background of the respondents. Second section dealt with the independent variable in which role of crime shows has been assessed in making youth violent. Respondents' answers have been inquired regarding negative crime shows which make youth aware about crimes. Moreover it has also been asked either crime shows motivate youth towards violence or not. Third section of questionnaire aims at exploring the factor such as exposure to violence on television creates verbal violent behaviour among youth. It has been asked from respondents to identify that either youth is becoming violent or not in their daily verbal discussions. Fourth section focuses on seeking the answers regarding crime shows role in creation of emotional and psychological violent behaviour among youth. Role of crime shows has been inquired regarding making the youth less sympathetic and sensitizing them mentally with crimes and violence in their behaviours. Fifth and last section aims at determining the factor such as the role of television crime shows in creating physical violent behaviour among youth. In this section the researcher has tried to know respondents views about crime shows effects on youth in making them physically aggressive and violators of law. The respondents were guided by attaching the instruction guidelines to the questionnaire whether to circle or click the selected option. The data was collected over the period of two months from the selected departments. Reliability defined as the degree of consistency with which an instrument measures the attribute it is designed to measure. (Polit and Hungler, 1993:445). Researcher applied Cronbach Alpha for approximation of the reliability of the tool. The reliability of the independent variable (Role of watching crime shows) was 0.687. Dependent variable includes verbal violent behaviour, psychological and emotional violent behaviour and physical violent behaviour. The reliabilities of the verbal violent behaviour was 0.511, psychological and emotional violent behaviour was 0.699 and physical violent behaviour was 0.746.

Table of Reliabilities of Dependent and Independent Variable

Table I. Reliability Test

Variable Items	Cronbach Alpha
ETD	.901
PTD	.890
NTV	.785
ATD	.871

CTD	.863
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Data analysis is a crucial phase in research process. Quantitative data can be analyzed by using software's programs in computer. The decision for analyzing quantitative data depends upon the types of analyses to be performed to obtain answers of the research questions. Which approaches should be used for data analysis is depend upon the amount of data and nature of the analysis. After the completing the phase of data collection researcher organized and analyzed the data to describe the nature and association of different variables. SPSS version 21.0 was used by the researcher for data analysis. Frequencies and percentages were computed for the descriptive data analysis. Simple linear regression statistics was used for inferential data analysis.

Statistical Analysis

It is more like that Exposure of young Viewers and Perceptions are Positively Correlated.

Table 2.

		Correlations	
		EXPO	Perception
EXPO	Pearson Correlation	1	.470*
	Sig. (2-tailed)		.000
	N	400	400
PER	Pearson Correlation	.470*	1
	Sig. (2-tailed)	.000	
	N	400	400

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

In above table the test results of correlation test shows that there is positive relationship between exposure of young viewers and perceptions are positively correlated. Whereas the Pearson correlation is (.470).The significant value is (.000) which is less than to 0.01.the sample size for this study is 400. The study hypothesis is approved that "There exposure of young viewers and perceptions are positively correlated"

Hypothesis No 2

It is more like that attitude of young viewers and perceptions are positively correlated.

Table 3.

		Correlations	
		Social Media Ads	Brand Image
Social Media Ads	Pearson Correlation	1	.512
	Sig. (2-tailed)		.000
	N	400	400
Brand Image	Pearson Correlation	.512	1
	Sig. (2-tailed)	.000	
	N	400	400

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

In above table the test results of correlation test shows It is more like that attitude of young viewers and perceptions are positively correlated. Whereas the Pearson correlation is (.512).The significant value is (.000) which is less than to 0.01.the sample size for this study is 400. The study hypothesis is approved that "It is more like that attitude of young viewers and perceptions are positively correlated.".

Hypothesis N0 3

It is more like that cognition of young viewers and perceptions are positively correlated.

		Correlations	
		Social Media	Brand Loyalty
Social Media	Pearson Correlation	1	.591

	Sig. (2-tailed)		.000
	N	400	400
	Pearson Correlation	.591	1
Brand Loyalty	Sig. (2-tailed)	.000	
	N	400	400

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

In above table the test results of correlation test shows that there is positive relationship between social media advertisements and brand image. Whereas the Pearson correlation is (.591).The significant value is (.000) which is less than to 0.01.the sample size for this study is 400. The study hypothesis is approved that “It is more like that cognition of young viewers and perceptions are positively correlated.

Summary Discussion and Conclusion

Summary

Basically this study is quantitative in nature and conducted on female’s students of Govt and private universities of Lahore. Total 400 female’s students were taken from four different universities of Lahore and takes data on questionnaire. Convenience sampling technique was used for data collection and SPSS software was used for statistical analysis. Correlation tests were used for testing hypothesis major results are presented in graphs and tables form.

Discussion

H1: It is more like that exposure of young viewers and perceptions are positively correlated.

The ubiquity of television (TV) and its relative importance in the promotional portfolio of virtually every business organization have combined to stimulate the keen interest of students of consumer behavior in television viewership. Business and other types of organizations rely heavily on television and other forms of information and communication technology in communicating with consumers and other stakeholders. The reach of each medium, including television, depends on the size of its audience. It is quite plausible to expect that the viewership size of each television station would itself depend on viewers' perception of the influence, range and quality of services offered by the station.

The first study hypothesis is tested and approved that exposure and perception is positively co related with each other. In above table the test results of correlation test shows that there is positive relationship between exposure of young viewers and perceptions are positively correlated. Whereas the Pearson correlation is (.470).The significant value is (.000) which is less than to 0.01.the sample size for this study is 400. The study hypothesis is approved that “There exposure of young viewers and perceptions are positively correlated”

Moreover, in previous studies it has been concluded that gender role is developed with the help of TV dramas. The state of wearing no clothes or being naked is called nudity. The amount of clothes worn by somebody depends upon the functional and social considerations. In some area minimum clothing may be socially acceptable while in others, much more clothing will be required. In Islam women are supposed to wear 'hijab' and only keep their face and hands open. The female in jeans, female bear legs below knees, female bear back in Sarhi, female bear belly, braw visible under the dress, cleavage slightly visible, female in tight shirt depicting the breasts, male wearing nothing on the upper part of the body, and scene of taking shower in the media both by male and female comes under the concept of nudity. The nudity in the Pakistani society is disliked and anybody is not liked to go beyond the boundaries of veil described by the Islam. The frequency of the different social taboos in various prime time dramas have also been recorded in this research. The overall occurrence of nine types of social taboo contents is recorded in the research.

Dramas are the famous format of mass media. Media perform the basic functions, i.e. information, education, entertainment and cultural transmission. Today, more drama is viewed every week or on every weekend, and then watched in a year or even in a lifetime in the historical period (Khalid, 2010). For many years Television transmission was very limited and just for a very short period of time and dramas were restricted to one to two hours, but in the 1970's format of drama was encouraged after the success of the famous program “Alex Haley Roots”, T.Vs started to telecast single dramas up to 14 hours for several nights. Mainly, the purpose of drama is as entertainment; however drama can also be used for educating people and providing guidance (Biagi, 2003). So, selection of dramas for conducting research is just because of their effects that dramas are creating on private television channels.

The analytical view of the respondents' viewing habits of major channels illustrated that all the selected group significantly prefer to watch Hum TV than Urdu I television channels for watching dramas. After the comparative analysis of the respondents watching frequency in terms of time spending and attention, it was further found that the major part of respondents spent more time for watching the Hum TV dramas than Urdu I dramas and paid more attention as well. Results reveal that 74% female viewer like those women who have long hair in both Hum TV and Urdu I dramas. Moreover, findings indicate that 69% respondents do not like women with short hair in both Hum TV and Urdu I dramas. According to responses of respondents, 45% viewers do not like women with open hair in Hum TV and Urdu I dramas. 50% respondents like female characters with glasses in dramas very much. The comparison of the study results shows respondents liking dresses which female characters wear in dramas. Overall findings illustrate most of the viewers (95%) like Shalwar Qameez. In comparison index, all segments of respondents like female characters with Shalwar Qameez, Dopata, Veil and Scarf very much in Hum TV and Urdu I dramas. Overall findings further present that 91% respondents do not like female characters with Mini Skirts in Hum TV and Urdu I dramas.

: It is more like that attitude of young viewers and perceptions are positively correlated.

Test results of correlation test shows it is more like that attitude of young viewers and perceptions are positively correlated. Whereas the Pearson correlation is (.512). The significant value is (.000) which is less than to 0.01. The sample size for this study is 400. The study hypothesis is approved that "It is more like that attitude of young viewers and perceptions are positively correlated.

Most of the researches done on television viewing habits have taken children as sampling unit, but useful inferences were taken and included in the present study. Valaskakis (1983) in his study examined television viewing tastes and habits among the Inuit Indians of the Eastern and Central Arctic. The findings revealed that the amount of different types of programming was significantly different among the Inuit Indians. Accordingly, the underlying assumption is that, the Inuit males who are heavily engaged in television's sports fare, would underestimate the mean world of television (Valaskakis, 1983).

Lowery and DeFleur (1988) showed in their research that children tend to watch more television than do adults, prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television. (Lowery & Defleur, 1988).

Sinichi Shimizu (1993) in her study found that MTV programmes are changing the entire music scene in Asia. Multinational rock music or world music is becoming the mainstream popular music among the youth in Asia, while the traditional style is becoming obscure and obsolete (Sinichi Shimizu (1993). Unnikrishnan and Bajpai (1996) found in their study that about 48% upper class and 62% middle-class Indians watch Television for more than two hours per every day (Unnikrishnan and Bajpai 1996).

Fatima (2000) suggests through research that TV has a long-term effect on people's thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values (Fatima 2000). Bukhari (2002) concludes that the youth is getting liberated ideas regarding the placement and position of women in the society (Bukhari, 2002).

Giacomo Corneo (2002) found out in his research that in OECD countries watching television is by far the most time-consuming form of leisure. Surprisingly, television viewing is positively correlated with work hours across countries. Workers and capitalists are shown to exhibit opposite preference orderings over equilibria. The relative ability of those two groups in capturing a country's government may explain which equilibrium is selected (Giacomo Corneo, 2002). Verma and Larson (2002) in their study found that adolescents watch television for 12 hour per week on an average. The study further indicates that Television viewing is seen as a major source of stress relieving activity. It was concluded in the study that 29% of viewers watch television for purpose of learning/education (Verma and Larson 2002).

Ahluwalia and Singh (2011) found in their study that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV Viewing. They watched TV primarily for entertainment and for learning. Childrens' most preferred program was childrens' shows/serials, followed by cartoon/animated programs (Ahluwalia & Singh, 2011).

Mass media are the techniques for correspondence, for example, dialect, plan, outward appearance, print, radio, TV, cellular telephone, boards and musical instruments and so on to uncover a substantial number of individuals in the meantime. For instance, TV when it communicates, it goes somewhere else and the general population of better places

can watch it Berry et al. interrogation, whether television or any other medium reflects society or does society reflect the influence of television. They also ask if TV shows are the mirror-image of the society one lives in. Wahid revealed that the most of the audience is more watched TV is mostly the way in which they pass their leisure time. Riley and Rosen stressed the fact that each generation of television programming reflects some elements of the major beliefs and values of the time in which it was created.

H3: It is more like that cognition of young viewers and perceptions are positively correlated.

Test results of correlation test shows that there is positive relationship between exposure of young viewers and perceptions are positively correlated. Whereas the Pearson correlation is (.470). The significant value is (.000) which is less than to 0.01. The sample size for this study is 400. The study hypothesis is approved that "There exposure of young viewers and perceptions are positively correlated"

A study conducted by Nabi et al. (2003) among 252 residents in Tucson, Arizona found that younger people and "people with less formal education" were regular viewers of reality TV but gender and race were not significant criteria. But the study also adds that each type of reality TV attracts different types of audience age groups. Raphael (2009) notes that advertisers believe that reality TV, especially tabloid, crime-time and emergency programs appeal more to pre-teenagers, seniors, and low-income viewers and fail to draw the attention of wealthy 18 to 35 year-olds.

The enjoyment of watching reality TV also has been connected with the opportunities of socialization that it affords between viewers as they discuss the performance of a particular contestant or develop mutual preference for a certain contestant to build "social affiliation" (Lundy et al., 2008). In other words, this capacity of reality TV to enable "social affiliation" impacts how viewers have conversations, watch and participate in reality TV. Hill (2002) in his research on Big Brother audiences also found that "the social and performative aspects" make it popular among the audience who most enjoyed "watching the live "eviction" show..., followed by seeing contestants talk about their experiences watching the nightly TV program ..., and talking about the program with friends/family" (Hill, 2002).

There are many research studies such as Wober and Gunter's (1982) study indicating that viewing certain kinds of television programme can influence certain social perceptions while leaving other associated unaffected. In other words, not only is the amount of television viewing but also the type of content viewed that is important in relation to the moulding of social perceptions. Moreover, television is a highly informative medium, not only in its news and current affairs programmes, and its documentary series, but also in its drama content, which provides a continuous stream of 'fact' or vivid impressions about people, places and events with which viewers may not otherwise come into contact (Morgan, Leggett, & Shanahan, 1999). Some people believed in certain programmes whose characters and settings are clearly fictional (Gross and Jeffries-Fox 1978). Also, a key factor in studying television dramas is that they exploit a particular type of "representational realism", according to Shanahan and Morgan (1999:21), is the form of story-telling in which the TV viewer is convinced that, given certain assumptions about something, the events taking place could happen in 'reality'. It is relatively simple for heavy viewers to imagine or adapt the concepts, characters and morals of televised reality to everyday reality, because the show is in fact not too distant from the individual's own in today's contemporary societies. Although viewers including the young know that they watch made-up stories and fiction, viewers demand the background to be 'realistic' and to fit what they believe to be conventional 'realistic' about life and the world. Viewers may not pay a great deal of attention consciously to such background of the stories they see. Beyond the realism representation on TV dramas are the associated values and ideological assumptions, which permeate that most stable and pervasive images and messages depicted on televised reality, on viewers' attitudes and behaviors. Signorielli and Morgan (1990) has interestingly pointed out that cultivation is a cultural process relating to coherent frameworks of knowledge, revealed in responses to certain questions, to the total and organically related world of television rather than exposure to individual programmes and selections. Importantly, heavier viewers watch more of the general mix of programming than light viewers regardless of their preferences. Yet the authors noted that for the exceptions of rare viewing patterns, those who watch 3 or more hours of prime time see much of the same mix of basic dramatic ingredients whether they say they prefer comedy, crimes, or news. That is why a measure of total viewing rather than particular favourites or selections is the most efficient for purposes of cultivation analysis.

Conclusion of Study

This study was conducted on female students of different universities for assessing role of TV dramas for determining the gender role. The nature of the study is quantitative and total 400 sample size was taken. Major findings of the study shows that the perception of female viewer is changed due to heavy exposure of TV dramas and much spending of

Time in front of TV. Their gender role is changing day by day due to dramas more over their exposure toward TV dramas also increased and positive feeling and negative feelings are also disturbed. Moreover, their attitude and cognition also playing very important role for changing the perception toward gender role. Due to traditional society of Pakistan, TV dramas are also playing very negative role for female. TV channels are also having no check and balance on their dramas that what type of contents these channels are depicting to the young generation especially female.

Recommendations

- In future, researcher must be conducted such type of study all over the Punjab.
- New researchers should check the impact of TV dramas on rural areas females of Punjab.
- There is also need a study in which checks the negative effects of private TV dramas on young viewer's behavior.
- There is also need a study conducted in comparison nature to assess the influence of TV dramas in attitudes of male and female youth of Punjab.
- There is also need to examine the hidden agenda of TV channels in context of TV dramas.

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