



Impact of Pakistani Geo and Hum TV Dramas on Language and Dressing of Women

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ABSTRACT

This research uses a survey as a data gathering instrument to look into the "Impact of Pakistani Geo and Hum TV Dramas on Language and Dressing of Women". This study is quantitative by nature. It targeted 400 men and women between the ages of 20 and 45 watching Geo and Hum programs on Television. The findings suggested that Geo and Hum TV dramas impacted women's language and attire. The hypothesis was put to the test using the chi-square statistical test. The percentage and frequency of answers were calculated using SPSS Software. The impact of Geo and Hum TV programs on women was studied using the Cultivation Theory. Results of the study show that mass media, particularly Television, has the most substantial effects on its viewers' habits. The influence of Geo and Hum TV dramas on women has impacted a lot since the arrival of cable and satellite communications. Private channels are a source of change in women's lifestyles.

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1. Introduction

Initially Pakistani dramas dealt with two areas like plot and acting. But now we are in the contemporary age, there have been several changes to play since 2000, with the emergence of materialism and commercialism in private channels. Modern communication tactics, Westernized lives, attire, activities, and even Western language are becoming more prevalent in plays. Pakistan is a Muslim country with distinct cultural values, beliefs, and ideals shaped by the Islamic faith. In Pakistan, Islam establishes a code of ethics for its citizens, yet in today's world, individuals are heavily impacted by modernism. Every country has its own culture and identity, such as Pakistan, an Islamic country with its values, concepts, and beliefs shaped by Islam. Culture is divided into two types: material and non-material. Material culture is concerned with things that have a physical existence, whereas non-material culture is concerned with things that do not have a physical existence. Media can impact both types of culture.

Through Geo and Hum TV shows, ladies have acquired new fashion and linguistic trends. According to the study, Geo and Hum TV programs affect women's language and clothing. Our lives are inextricably linked to the media. As a result, it is not easy to locate a home without a television. People may use Television to help them be more aware of new trends and lifestyle changes in society. We cannot dispute that television dramas significantly impact our lives. Geo and Hum TV, for example, are prominent Pakistani entertainment channels that broadcast numerous drama serials that significantly influence women's lives and play an essential part in displaying many cultural characteristics. Television has a significant impact on society. Despite the internet revolution, Television continues to impact our culture. Television is one of the most basic forms in Pakistani society. The current age is the digital era and has revolutionized the globe. Digital media has a significant impact on our lives. We regularly utilize digital media for communication, information, entertainment, and education (Khan, Safdar, & Ashraf, 2018).

Our lives have progressed in tandem with technological advancements, and digital media is a significant driver of human progress. As digital media operates around the clock in the form of the internet, new technology has significantly impacted our lives. For the general public, the power of digital media is a source of concern. Digital media is a significant source of worry for 21st-century modern cultures. The globe has become a global village due to the rapid proliferation of digital media technology. The current era is digital, and social media usage is widespread (Safdar & Khan, 2018; Shabir, Safdar, & Imran, 2013).

1.1. Cable Television in Pakistan

The advent of satellite channels in Pakistan transformed cable network operations considerably in 1982, according to the Director Pakistan Telecommunication Authority (PTA). Cable companies that previously relied on video cassettes were forced to build satellite-receiving dishes to provide a more extensive selection of content to their clients via CNN, Star TV, and various Indian channels. As a result, the existing cable system evolved into a large-scale cable network. As cables were strung from one rooftop to the next, the cable system began to expand. The method grew in popularity in Karachi over time, and many individuals participated. Satellite television became popular in Pakistan in the early 1990s, notably in Punjab.

In 1998, all significant channels were converted to 14 decoders, which were significantly more expensive, and the yearly subscription was also beyond reach for the average person. Initially, this satellite system was set up for a man's personal use, but he eventually began renting it out to other villages for a modest price. As a result, the cable television networking sector formed and flourished in a short period. In late 1998, the government became aware of this illicit activity. In January 2000, General Musharraf's army control allowed cable television activities. In January 2000, the Pakistan Telecommunication Authority (PTA) began giving licenses to cable operators. Cable television networks were legalized in November 1998 and lasted until 2000. As a result, cable television networks were awarded the legal status in June 2000, ushering in a new era in Pakistani electronic media. This sparked a slew of contemporary issues and a chance for Pakistanis to discuss the country's new communication infrastructure.

1.2. Geo TV Channel

GEO TV is a Pakistani private television network owned by Independent Media Corporation and launched by Mir Shakeel ur Rehman in May 2002. The channel initiated its test transmission on 14th August, 2002, and its regular broadcasting on 1st October, 2002. GEO is an Urdu term that means "live on." GEO TV is a satellite television station. The researcher chose GEO TV for her study for various reasons. GEO TV was under the management of the Jang group. Many channels are available on GEO TV, including GEO NEWS, AGG, GEO SUPER, and GEO ENTERTAINMENT. It has been spotted in places across the world where Urdu speakers live. It is a well-watched channel all around the world. Because of their substance, GEO TV dramas are extremely famous worldwide.

Mostly GEO TV plays are geared at women, such as Katputli, Khuda or Mohabaat, Muhabbatchor Di Mainy, etc. GEO TV dramas are also culturally based, with shows like MeryMohsin, Fitoor, and Qayamat addressing many aspects of Pakistani society. Women's difficulties and challenges are also addressed in GEO TV dramas like Jahaiz, Pyar k sadly, Man jali, DarrKhudasy, and others. The popularity of GEO TV programs among women, according to the study. The majority of GEO TV programs portray the true face of Pakistani culture. Compared to other networks, their dramas do not have as much influence from western and Indian culture. In plays, they portray the cultural image of Pakistani ladies. As a result, the researcher chose GEO TV to study the effect studies because of the relevance of GEO TV dramas and their popularity among females.

1.3. Hum TV Channel

Sultana Siddique and his son Duraid Qureshi launched the Pakistani television network Hum TV. Hum TV is a Pakistani television station located in Karachi. It broadcasts 24 hours a day, seven days a week. Hum TV started broadcasting on January 17, 2005. It is one of Pakistan's most popular television stations. Its appeal stems from the content. In comparison to government-owned stations, private broadcasters have no restrictions. This channel mostly broadcasts soap operas and drama series. Hum TV is well-liked among females owing to its dramas. Humsafar is the most popular drama in Pakistani history this decade. Markets and highways were deserted as Humsafar was broadcast. The popularity and hoopla around this are

excessive among women. The women are essential to the plot of this drama. This channel's dramas include Baandi, Besharm, YaqeenKa Safar, Pyar k Sadqay, Milaal-e-yaar, Zindgi Gulzaar Hai, and others, focus on women's issues and difficulties in society. The majority of HUM TV programs portray the true face of Pakistani culture. They portray a cultural picture of Pakistani woman through plays and the issues that she encounters in society. As a result, the researcher chose HUM TV to study the effect studies because of the importance of HUM TV dramas and their popularity among females.

1.4. Television Dramas

In this study, women are influenced by TV dramas on two Pakistani entertainment channels, Geo Entertainment and Hum TV. This study mainly focuses on the language and dress aspects of Geo and Hum TV dramas, how these dramas reflect the aspects of language they use, and how the characters' dress affects Pakistan's cultural values and norms.

1.5. Language

Language is an essential aspect of culture, and television shows have impacted it. Pakistan's official language is Urdu. Urdu is spoken both formally and informally. People watch more dramas on TV, and these channels influence women's language trends. Geo and Hum, two TV dramas, influence the language. This study examines if and how these routes influence Pakistani women's language.

1.6. Dress

At home, rich people wear western type dress and they communicate with their children in English language. On the other hand, the women of rural areas wear Kamiz and Shlwar, Dupatta or Chaddar because they cover their heads and upper bodies. Upper-class ladies only wear saris in cities on ceremonial occasions. Geo and Hum TV programs are influencing women's fashion.

1.7. Hypotheses

These are the following hypotheses of this study:

H₁: It is more likely that Geo and Hum TV dramas are changing the language trend in women through their dramas.

H₂: It is more likely that, Geo and Hum TV dramas are changing dressing trends in women.

2. Literature Review

In an investigation of PTV's entertainment programs and their impact on youth," (Qurat-Ain, 1998) found that PTV programming contains aspects of foreign culture. The study showed that the people who are very much literate influenced from characters language and the people who are not literate inspired from the clothing and language of the characters than the people who are literate. According to Thussum *et al.* (2000), showbiz stars' fashion and style are pushed by media conglomerates and are marketed not only inside a territory but throughout the world. As a result, these corporations are in charge of creating a united youth culture.

Ali (2001) used the survey approach to investigate the influence of satellite television on the inhabitants of Lahore. He concluded that the channels impacted viewers' language, diet, and social habits. These are also becoming accountable for one's way of life. He believed that satellite stations had a stranglehold on the country's media, establishing international culture. According to Cashmore (2002), Television is a medium that communicates effectively and spellbindingly to offer information and promote awareness about global concerns. It can catch the viewer's attention and influence their actions and attitudes.

Gulam (2006) shows that Pakistan's female viewers embrace the Indian culture depicted in their programs. Many people who watch foreign networks have had their religious beliefs impacted by Television. Pierce (2007) used a social psychology paradigm to explore the impact of communication on persuasion as it applies to mass media. According to him, the media cultivates societal attitudes and existing ideas. The media promotes and sustains these principles among city members, thereby bringing it together. He used Cultivation Theory of George

Gerbner's which explained that "a viewer's vision of reality is influenced by lengthy exposure to cultural material."

Zia (2007) showed how television influenced consumers' reading habits and routines. He performed a study and found that "there are patterns of change where things are better, and they tend to be among the popular press journals, with reductions among the more serious papers." The reading pieces that appear on television broadcasts stimulate people to read."

Tamakuwala (2011), Madras city viewers imply the superficiality of women's shows. However, my research focuses on the influence of Indian plays on girls' attire and language.

According to Baig (2011), Pakistani dramas have an unmistakable impact on the younger generation, which may be said to be significantly influenced by Pakistani dramas. People discuss these television series in their daily lives; at work, school, or anywhere else, everyone seems enthralled by the Pakistani drama sensations. Since private television networks took control, the drama business has shifted from family-oriented to amore sensationalist. It has grown increasingly appealing to society's younger and more susceptible members.

Shabir et al. (2013) investigated the cultural impact of Urdu dramas broadcast on Pakistani private channels 'Geo' and 'Hum TV' in the Bahawalpur area on women. Scholars looked at how Urdu drama promoted Pakistani culture and wanted to see if Hum TV and Geo TV dramas were similar to our culture and customs. The style of the Geo influenced the ladies of Bahawalpur, and Hum TV Urdu plays, and they adopted the style that the models wore in the dramas, according to this study. Both mediums are proven to be effective agents for cultural exchange. Pakistani culture is shown in Geo TV and Hum TV serials. The study looked at how much weight every Pakistani serial gives to culture. In Hum TV dramas, cultural and traditional values are more prominent.

Shah and Bhatti (2013) investigated Hum TV's prime-time programs on societal taboos. They regarded the populace to be prime time. The sample was comprised of nine dramas, and the study approach was content analysis. Racism, drugs, aggressive language, divorces, nudity, disrespectful conduct, abortion, and extramarital affairs were among the nine societal taboos they discovered. In most cases, nudity was displayed, and the societal taboos in Mehar Banu and Sha Banu dramas were higher than in other formats.

Zahra (2015) looked at the evolution of television drama in the past and current. The study looked at several dramas from the 1980s to the twenty-first century and determined that Pakistani drama has evolved with time. Karim and Shehzad (2016) expressed that after watching love sequences in Pakistani dramas Pakistani youth influenced from those love stories and they try to adopt the language and outfits of the leading characters. The study revealed that, the rural area's people are more inspired from the characters than urban areas people. When it comes to women's depiction in the media, it's a widespread observation that they objectify women.

Khan and Saeed (2019) researched the "effect of television on youth." They employed a survey approach employing a questionnaire in their investigation. They discovered that "the perspectives of Punjab University students have modernized as a result of television programs." Their perspectives on several subjects, such as parental authority, women's liberation, and coeducation, have evolved. It's impossible to tell if people's current opinions are influenced by Television or other sources of information.

3. Research Methodology

The quantitative research method will be used to verify the public's attitude toward the effects of language and dress of women in Geo and Hum TV dramas. A survey research methodology is adopted to get information about the effects of language and dresses on women in Geo and Hum TV dramas. The population of this study will be the viewers of Geo and Hum TV dramas. TV dramas" are an independent variable in this research work, and the dependent variable is women viewers of Geo and Hum T.V dramas.

Respondents will be taken from Education University Lahore and Punjab University MS and BS programs in the social sciences purposive sample researcher will be taken 400 male and female respondents from Educational University and Punjab University MS and BS programs in

the social sciences department. The researcher took one private university and one Government university because both universities have different sets and populations.

A sample will be collected through non-probability purposive sampling because data will be collected only from those students who are viewers of Geo and Hum TV dramas. The researcher has adopted this questionnaire from related research. The questionnaire for this study was taken from a research article by Ahmed Sheheryar, who conducted the study on "Effects of Television Dramas on Socio-Cultural Values" (March 2021). This questionnaire's reliability is relevant and can be generalized to any other population. The tool is attached here at the end of the proposal. The questionnaire consists of closed-ended and one open-ended question for respondents' suggestions and opinions.

3.1. Variables

These variables like; romance, language, violence and dressing were developed for content analysis.

- Romance (seduction, manipulation, and bold affection)
- Language (code switching, code mixing)
- Violence (harsh words, torture, bold and taboo words)
- Dressing (tights, sleeveless and saree)

4. Data Analysis

In table 1, data about variables presented descriptively along with a ranking of the variables. Do you believe the number of women who wear 'Dupattas' is decreasing? Rank ordered in the first place, and it denotes that the replies range from high to moderate, but that they are leaning towards moderate with mean values. 4.05. 'Do you believe Pakistani television has an impact on our women's thinking'? Is Rank ordered in the second place, and it indicates that the replies range from high to moderate, but they are inclined towards moderate with mean values. 3.98. Do you believe Pakistani television shows have an impact on our societal values?. The third place rank demonstrates about the replies range from high to moderate, and indicates the value to moderate with mean values. 3.97.

Table 1: Descriptive Statistics

	Mean	S.D	WS	Rank order
Do you think Dupatta wearing decreasing in Women?	4.05	5.77	1618	1
Do you think Pakistani TV channels affect our Women's thinking?	3.98	6	1591	2
Do you think Pakistani TV dramas affect our social values?	3.97	6.55	1587	3
Do you think Geo and Hum TV dramas promote western dressing in women?	3.84	5.03	1535	4
Do you think that Geo and Hum TV dramas changing the thinking of women regarding our sociocultural aspects?	3.8	5.72	1519	5
Do you think Geo and Hum TV dramas are changing Language trends in Women?	3.73	5.28	1492	6
Do you think PEMRA should allow the promotion of only material that closely links our values?	3.7	5.15	1480	7
Do you think that Pakistani TV dramas are a cause of the decline in our religious tendency?	3.65	4.36	1461	8
Are you satisfied with the content of Geo and Hum TV dramas?	3.62	4.4	1446	9
Do you think Pakistani TV dramas are polluting our Language?	3.49	3.81	1395	10
Do you think Pakistani dramas present the real ideologies of our values?	3.22	3.32	1287	11
Are Pakistani modern dramas near to our Islamic culture of Pakistan?	3.03	2.39	1212	12

From table 1; Do you believe Geo and Hum TV programs encourage women to dress in western attire? So, here fourth place values are 3.84. Do you believe that Geo and Hum TV shows are influencing women's attitudes about socio-cultural issues? In fifth place the reply range is from high to moderate, but that they are leaning towards moderate with mean values. 3.8. Do you believe that Geo and Hum TV shows are influencing women's language preferences? Is Rank ordered in the 6th place, and shows the replies range from high to moderate, but they are leaning towards moderate with mean values of 3.73. Do you believe PEMRA should only promote materials that are closely related to our values? Is Rank ordered in the 7th place, and it

demonstrates that the replies range from high to moderate, but that they are leaning towards moderate with mean values. 3.7. Do you believe Pakistani TV shows are contributing to the deterioration of our religious values? is Rank ordered in the eighth place, and it demonstrates that the replies range from high to moderate, but they are leaning towards moderate with mean values. 3.65. Are you pleased with the substance of the Geo and Hum television dramas? Is Rank ordered in the 9th place, and it demonstrates the replies range from high to moderate, but they are leaning towards moderate with mean values. 3.62. Do you believe that Pakistani television programs are contaminating our language? Rank ordered in online tenth place, and it demonstrates that the replies range from high to moderate, but that they are leaning towards moderate with mean values. 3.49. Do you believe Pakistani operas accurately portray our values and ideologies? In eleventh place rank which demonstrates that the replies range from high to moderate, but they are leaning towards moderate with mean values. 3.22. Are Pakistani current plays representative of our country's Islamic culture? In 12th place, it discloses that the replies range from high to moderate, but that they are inclined towards moderate with mean values of 3.03.

4.1. Chi-Square Test

Hypothesis 1: It is more likely that Geo and Hum TVs are changing the language trend in women through their dramas.

Table 2

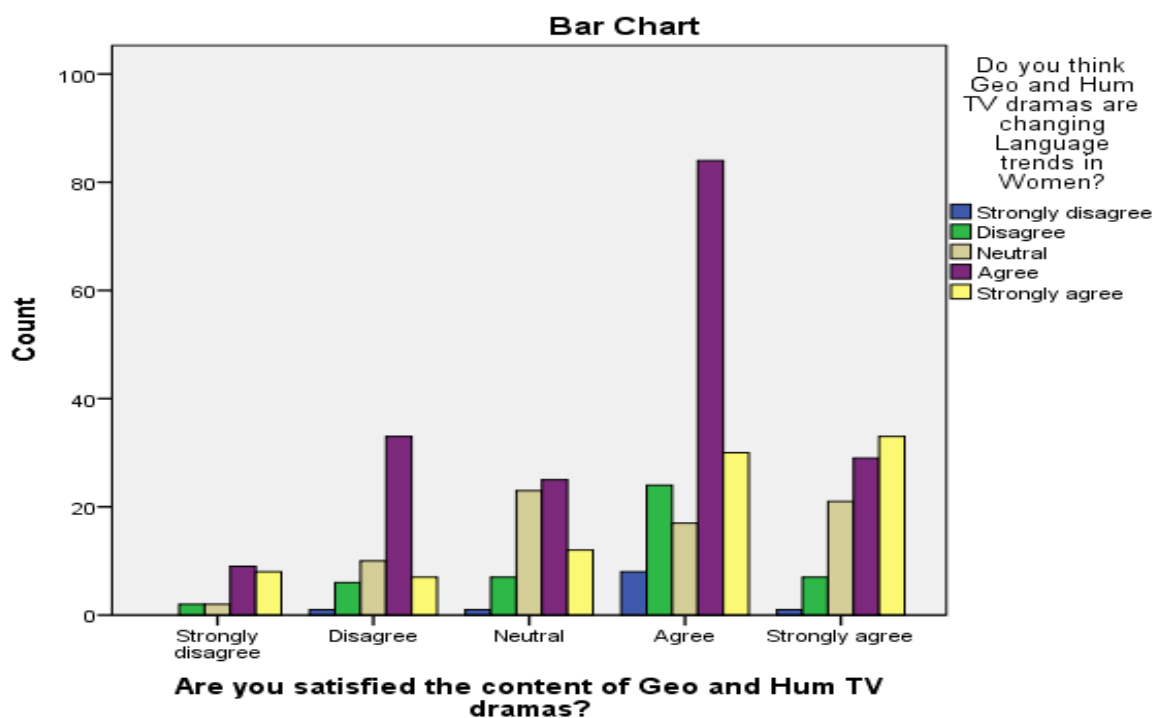
		Do you think Geo and Hum TV dramas are changing Language trends in Women?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Are you satisfied with the content of Geo and Hum TV dramas?	Strongly disagree	0	2	2	9	8	21
	Disagree	1	6	10	33	7	57
	Neutral	1	7	23	25	12	68
	Agree	8	24	17	84	30	163
	Strongly agree	1	7	21	29	33	91
Total		11	46	73	180	90	400

Chi-square value = 21.44

p-value=0.023

In table 2 shows that the p-value is 0.023 which means it is more likely that Geo and Hum TVs are changing the language trend in women through their dramas.

Figure 1



Hypothesis 1: It is more likely that Geo and Hum TVs are changing the language trend in women through their dramas

Hypothesis 2: It is more likely that geo and Hum TV dramas are changing dressing trends in women.

Table 3

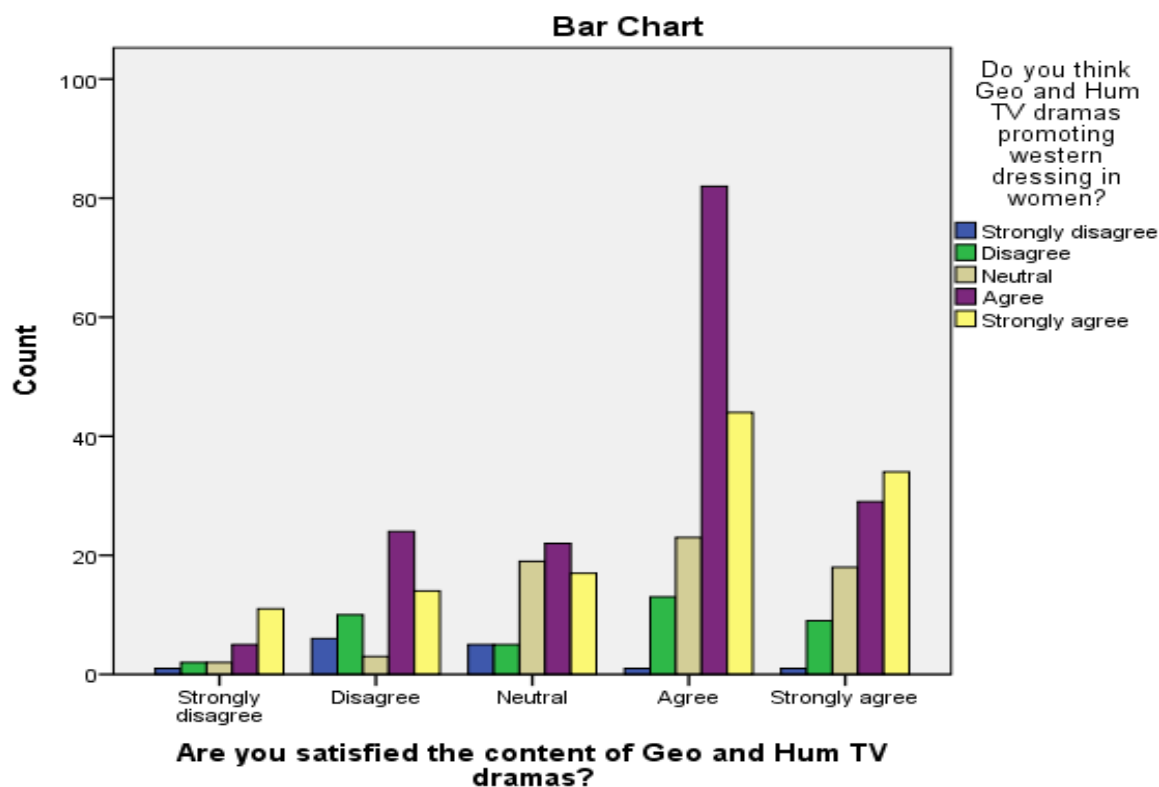
		Do you think Geo and Hum TV dramas promote western dressing in women?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Are you satisfied with the content of Geo and Hum TV dramas?	Strongly disagree	1	2	2	5	11	21
	Disagree	6	10	3	24	14	57
	Neutral	5	5	19	22	17	68
	Agree	1	13	23	82	44	163
	Strongly agree	1	9	18	29	34	91
Total		14	39	65	162	120	400

Chi-square value = 24.77

p-value = 0.016

The p-value is 0.016 which means it is more likely that Geo and Hum TV dramas are changing dressing trends in women

Figure 2



Hypothesis 2: It is more likely that Geo and Hum TV dramas are changing dressing trends in women.

5. Conclusion

The "Impact of Pakistani Geo and Hum TV Dramas on Language and Dressing of Women" was the subject of this research. The research indicates how Geo and Hum TV dramas influence women's language and attire. The findings of the study suggest that Geo and Hum T.V dramas have a significant impact on women's language and clothing. According to theoretical assumptions, "the more you watch television, the more likely you are to have warped ideas about life." Modern dresses are used more frequently in dramas on the Geo and Hum TV channels than traditional dresses. It is also being investigated as a means of bringing about language changes

through their dramas. The study highlighted the importance of cultivation theory of mass media, which is considered as basic theory of mass media, and its impacts on viewers mind. Findings revealed that, it is responsibility of 'Pakistan Electronic Media Regularity Authority' to transmit programs that are relevant to our culture's ethics and values, as well as display Pakistan's true ideology. Furthermore, the government should be strict in enforcing the necessary legislation.

This study revealed that television has great impact on women's life and even changed the opinion about the selection of their outfit because media used persuasive techniques to manipulate the minds of women regarding their attire. Thus, this study concludes that dramas on the Geo and Hum TV channels are causing changes in language and attire among women. Women are influenced by Geo and Hum TV dramas. People who create television shows have a huge duty to provide entertainment that reflects our beliefs. The Geo and Hum TV stations should produce and broadcast high-quality programming that promotes Pakistani cultural values and traditions while also improving the country's image. It simply looked into a few aspects and looked at the consequences on women in general.

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