



## Impact of Television on changing culture of women: Study of Sindh, Pakistan

Shabana Tunio<sup>1\*</sup>  | Lubna Ahmed Soomro<sup>2</sup>  | Ghazala Baghul<sup>3</sup> 

### Abstract

*This research paper examined the television as a factor in changing culture of Sindh. Culture is wider term includes various cultural traits, complexes and cultural patterns. But this paper aims to examine change in dressing style, jewelry and appearance of women in Sindh, change in local language of Sindh. To achieve research objectives quantitative research approach is adopted. With the application of simple random sampling 384 respondents were selected from District Naushahro Feroze of Sindh. Data is analyzed in SPSS version 24, presented and explained in different charts. Study concluded that television has influenced the culture of Sindh. Women likes to wear dresses and jewelry shown in television dramas. And imitate the style of television models. Television has increased the understanding of Urdu and English language of women of Sindh. But, affected local accent and talking style. It is recommended that government should monitor the content of television programs and media practitioners should make programs to empower women and increase awareness.*

**Keywords:** *Television, Culture, Dressing, Jewelry, Appearance, Language and Change*

### Author's Affiliation:


Institution: University of Sindh, Jamshoro <sup>1-2-3</sup>

Country: Pakistan

Corresponding Author's Email: \*shabana.tunio@usindh.edu.pk

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## INTRODUCTION

Television is medium of communication widely used all over the globe for entertainment and information. Sindh is 2nd largest province of Pakistan, where international, national and domestic channels are viewed. Currently in Sindh more than eight Domestic channels are on aired (Sindh at Glance, 2012). Television offers variety of channels and programs, which keeps all types of viewers satisfied. Women prefer to watch entertainment programs and are heavy viewers of television (Zia, 2007).

Culture is an identity of a nation, television promotes cultural values, norms and traditions. Every year in Sindh a Sindhi cultural day is celebrated by all Sindhi channels to promote and preserve cultural heritage and make culture of Sindh popular in whole world.

Pakistan being a Muslim country, Pakistani and Sindhi families are patriarchal. Male dominated culture insists women to stay under four walls. Female remains busy in doing household chores and considers parenting only their duty. In this situation television is only source of entertainment for women. Study conducted by Zia, 2007 analyzed the impact of cable television on women and found that women prefer to watch entertainment programs and are heavy viewers of television. Therefore, have more impact of cable television.

Women in Sindh are deprived of socio-economic, political and domestic rights. Due to ignorance and illiteracy women don't know about human rights. Gender discrimination is deep rooted in culture. Media can play an important role to rise up status of women and educate them regarding their human rights. (Kakepoto, 2005). In an analysis of media and portrayal of women in media found that women are sown in stereotyped roles. Women in media are always sown in traditional roles of performing household chores and emotional by nature. There is need to change television programing. Gender based roles should be avoided and bold characters should be introduced in dramas. (Remafedi,1990) Survey conducted in many cities of Pakistan on exploring television viewing patterns in Pakistan revealed that international is catching viewership and there are about 50 channels on aired in Pakistan. But, still people prefer Pakistani channels. Especially PTV, is famous among people. Because it shows courtiers culture, norms and values. (Rana & Iqbal,2008)

There is change in socio-cultural way of living among female of Sindh due watching television. Television plays very important role in spreading awareness of women education, human rights and health & sanitation awareness among female of Sindh. Family is a basic institution of society which is under direct influence of television, television has modernized it. Less number of children and nuclear family are now preferred by women. Dressing style is changed and become modern. Female copy their favorite characters of television in dressing and appearance style. Local languages are also affected by watching television. Women prefer to watch Indian dramas and Urdu dramas and spent less time on domestic channels. Therefore, there understanding of Urdu language is increased. Unintentionally they use Hindi,

Urdu and English language words and their accent is also affected by watching television. (Tunio, 2018)

Although Social media and mobile phones are catching more audiences. Despite, use of television is more in Sindh. Illiterate, middle and lower class women and traditionally restricted women have only television source of entertainment and information. It is window for communication to whole world for them.

This study has been designed to analyze the role of television in bringing cultural change in women of Sindh. Culture is broad term which includes all material and non-material aspects of life. But, this paper examines the dressing style, appearance, selection of jewelry and local languages of Sindhi women. According to Stanley j. Baran (2004) media is so powerful that it has hijacked our thinking and doing process. It gratifies most of needs of audiences such as, need of entertainment and information. Intentionally or unintentionally it has changed way of life.

This research paper addresses two main research objectives:

### **Objectives:**

- To analyze impact of television on changing dressing and appearance and style of women in Sindh.
- To analyze impact of television on domestic language of Sindh.

According to Gallup Pakistan Report (2009), in Pakistan there are 22 million household who watch television. 7.5 million viewers are in urban areas whereas 15 million are in rural areas.

In researched area Sindh there are 8 Sindhi language channels. KTN was first Sindhi language channel on aired in October 2002, and it is 8th most viewed channel in Pakistan. Most watched TV channel is star plus which is followed by GEO NEWS and PTV. (Gallup TV report, July 2013)

In Pakistan besides, state owned television channels there are cable, satellite channel and local/domestic channels. With the increasing number of local language channels television viewership is increased among female of Sindh.

### **LITERATURE REVIEW:**

Study finds that for women television actors and models are role models. They copy their behavior. Hum TV dramas are related to Pakistani culture and but Geo Tv dramas are not presenting well the Pakistani culture. But, both channels have impact on modernization, dressing and thinking of women. (Shabir, Safdar , & Imran, 2013). Cable television has more viewership than state operated Pakistan Television (PTV channels). In Pakistan cable television is reaching in every corner. Study conducted by Aftab butt, Sehar (2000) found that PTV dramas are following similar theme. PTV programs initiated to educate women are failed. Viewers' interest in PTV programs in loosing and cable TV programs in increasing.

Mohammad Ali Sheikh (2007) in his book “Satellite television and social change in Pakistan: A case study of rural Sindh”. Has revealed that women watch more television than men. In rural Sindh women watch television more than 4 hours daily and are heavy television viewers. Study also found impact of satellite television on home decor ideas of women, dressing and appearance of women and language of women. Watching television has changed the accent of local languages and added new words in vocabulary.

According to Juni,2004 culture of Pakistan is under influence of other cultures. Study found that national media is copying and showing foreign culture which has changed the way of life of local people. Findings also revealed that women are heavy viewers of television hence have more impact of their dressing, appearance and language. Zadeh & Mozaffari,2014 analyzed the impact of TV programs on women in Iran and confirmed the role of television in changing culture of country. House décor, music, language and dressing are cultural traits more likely to be affected by watching television. Study analyzed the role media in society and found all types of media effective in bringing socio-cultural change in society. Media is playing positive role to aware masses regarding social issues. (Sharma, 2015) . According to Kapoor, 2003,television has brought socio-cultural change in rural India. Comparatively female watch more television than man do, resultantly has prfound impact on their behaviour. Language, dressing, housedecore ideas and behavior of women has changed due to excessively watching television in rural India. In another study conducted in Multan found that women were in favor of television programs and admits the role of television in uplifting status of women. Study suggested to telecast educational programs to increase women’s awareness. Uses gratification theory of media is proved very true. Television gratifies needs of women, their need to be entertained and be informed about the world is satisfied by television. Asif (2013). Study conducted to view television watching habits among women of Pakistan found that women in Punjab mostly women watch television with family members. And majority of women were of those who watch television daily than those respondents who watch television once a week. Television is mostly viewed for entertainment purpose. Morning shows and Indian dramas are most viewed channels in Punjab (Adnan, Shah, & Shaikh, 2018). According to M.B & Ravi, 2013 Indian culture is under influence of foreign media. Especially young population of India are copying western culture. Norms, folkways and old traditions of country are changing due to television. Study found that trend of celebrating valentine’s days, keeping girl friends in increased among youth. Dressing and hairstyle is also copied by young generation. In globalized world medium of communications are increasing. Prevalence and acceptance of digital media is increased. Culture of digital media as given birth to e-communities. (Ravi, 2012). Study conducted in India to explore the status of Indian women indicated that women experience low social status in India. Illiteracy and ignorance are major causes and media can play important role to educate women. But, media is showing women in stereotyped roles of performing household duties. If government wants to improve the condition of women and increase its literacy rate, then government will have to improve the role of media. Media has a great impact and can change opinion of masses. (Sopory, A. 2008). Study found that dressing and language of Pakistan are under influence of Indian dramas. People in Pakistan prefer to watch

Indian dramas and specially women watch Indian dramas. They get entertained by watching culture of other societies but unintentionally and unconsciously it influences their culture. Dressing and language are most commonly effected. (Wahid, 2018) study explored the impact of television video gaming in Hyderabad, found that change occurs due to watching television. It increases vocabulary, new words of other languages are included in local language (Raheem, 1994). Study conducted in Sahiwal district revealed that people avoid dressing shown in Indian television dramas, but unintentionally sometimes use Hindi language words with their local language Punjabi. Study suggested PEMRA to keep check and balance on TV contents and foreign channels to avoid intermixing of non-Muslim culture of Indian dramas with Islamic culture of Pakistan. We should not forget that we attained this country in the name of Islam (Ali, Khalid, & Hassan, 2015).

In District Layyah PTV prime time is watched by audiences. Cable and satellite channels are not popular among masses. But study found change in music, language, dressing, cooking style, house décor and social gatherings due to watching television. PTV prime television's programs are modernized and showing new trends and fashions. Women copy new trends and patterns from television. (Juni, Kareem, Alam, Haider, & Asraf, 2014). Study found that in Pakistani functions saree has become dressing of Pakistani women. Tradition, values and institutions of Pakistan, especially marriage institution is influenced by watching Indian television dramas. (Aslam, 2006). Not only Pakistani culture and values even Pakistani dramas are influenced by Indian dramas. Star plus stories and similar characters are shown in Pakistani dramas (Ghulam, 2006). Study conducted to examine the impact of commercials on changing values and living style of people in Pakistan revealed that television add is changing social norms of society. Dressing, language, and choice of purchase goods depends upon television adds. Due to increasing impact of television on youth of Pakistan it is responsibility of media practitioners to make television content according to social norms and values of Pakistani society. (Ali & Yousaf, 2017) Advertisements guide people what to purchase and what to reject. Worldwide advertisements are used to sale products. They are made attractive to catch interest of people. Advertisements are very effective in setting social values. Peter & Olson (2005) Gender discrimination and inequalities exists in society. It is responsibility of researchers to investigate the gender role and representation of women in media. Media content should be monitored and sexism & violence containing content, and depiction of women in advertisements and their presentation as an item should be controlled. (Patnaik, 2020) role of media in women empowerment is critically analyzed in paper. Media is playing very week role in empowerment of women. It is failed to professionally uplift women. All forms of media should be utilized to empower women. (Akhter & Naheed, 2014)

After Internet Television Network the consumption of television especially among young population is increased. Watching television has increased physical, social and psychological effects therefore; it is needed to conduct more researches on issue. Asgher, S., Gohar, I., & Latif, F. (2022).

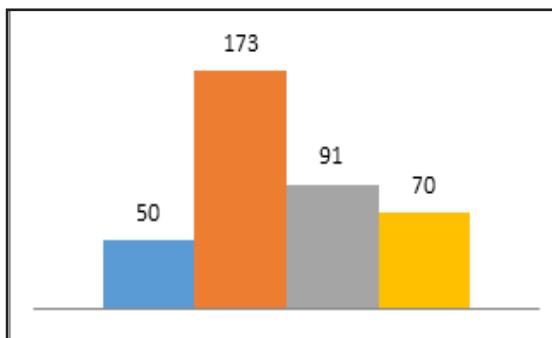
## RESEARCH METHODOLOGY:

This paper adopts exploratory research method. Questionnaire is used as a data collection tool. Total 384 samples are randomly selected from all five Talukas of District Naushahro Feroze. Data is presented in different bar and pie charts. Study focuses on change in language, dressing and appearances of women due to watching television. Therefore, women are respondents of study from age group 15 and above.

## Results and Findings of the Study:

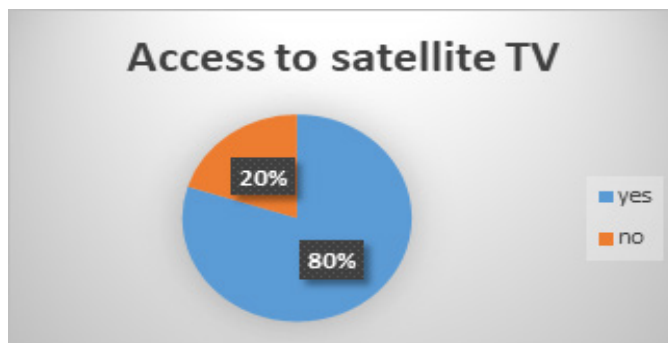
Data is analyzed in SPSS and results of study are presented in different diagrams along with their description.

**Chart:1 Trend of respondents watching television per day.**



Bar chart No.1 shows that large number of respondents 173 watches television 12 hours. Comparatively less number of respondents watch television 3 hours or less than 3 hours. That trend shows that in researched area women are heavy viewers of television.

**Chart:2 Respondents access to satellite TV**



Pie chart No.2 shows that the majority of women in district Naushahro Feroze have access to satellite television channels. Only 20% don't have access while 80% confirmed that they have access to satellite television.

**Chart:3 Impact of television on women and their perception**

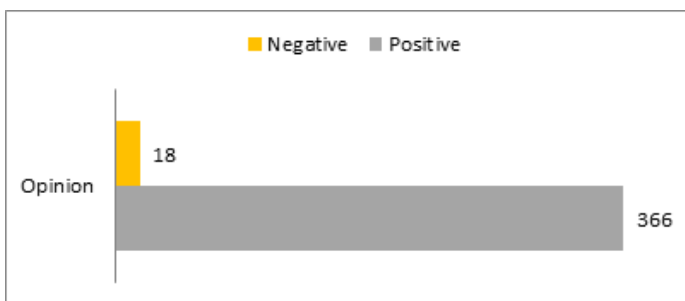


Chart no.3 indicated that women perceived impact of television on their culture as a positive good. 366 women out of 384 consider impact positive while 18 women considered impact negative and bad. But all women agreed that there is impact of television on their culture.

**Chart No.4 Change in dressing of women due to television.**

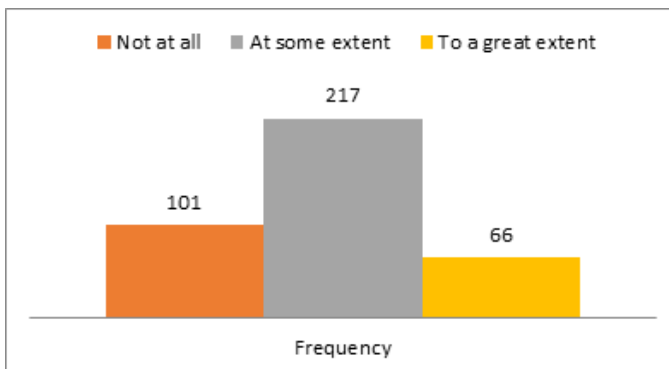


Chart no 4 explains the impact of television on dressing of women. Majority of women confirmed impact of TV on dressing only 101 out 384 disagreed. Respondents who agreed at some extent were 217 and respondents who agreed to a great extent are 66.

**Chart No.5 Change in appearance of women due to television.**

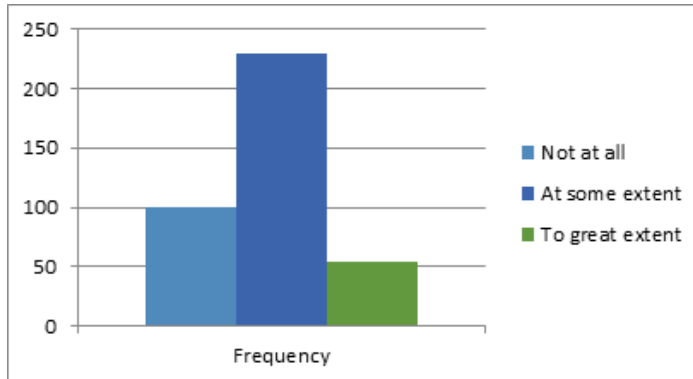


Chart No. 5 shows that 284 respondents agreed on the impact of television on their appearance while 100 women disagreed. Women agreed that television causes change in their appearance and style.

**Chart No.6 Change in jewelry style due to television**

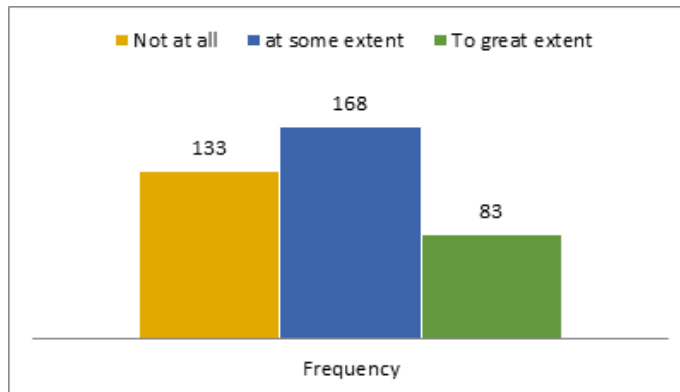


Chart No.6 Shows that 168 women agreed at some extent and 83 women agreed at great extent that women get ide as of wearing jewelry from TV programs. Only 133 out of 384 women disagreed to the question of copying jewelry fashion from TV models.



**Chart No.7 Impact of TV on domestic languages**

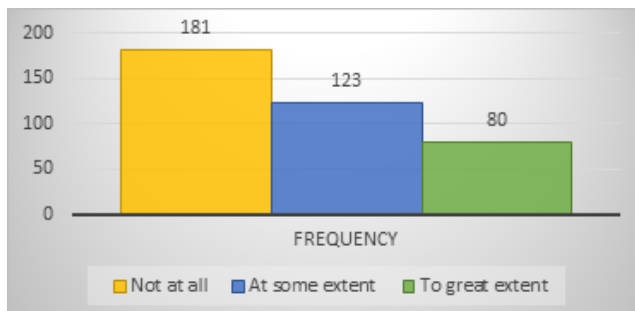


Chart No.7 analysis the impact of TV on change in domestic languages due to TV programs. And it shows that 181 respondents disagreed while 123 agreed to a great extent and 80 agreed to some extent. Majority of respondents consider TV responsible for change in their domestic/local language.

**Chart No.8 Role of TV in increasing understanding of other languages**

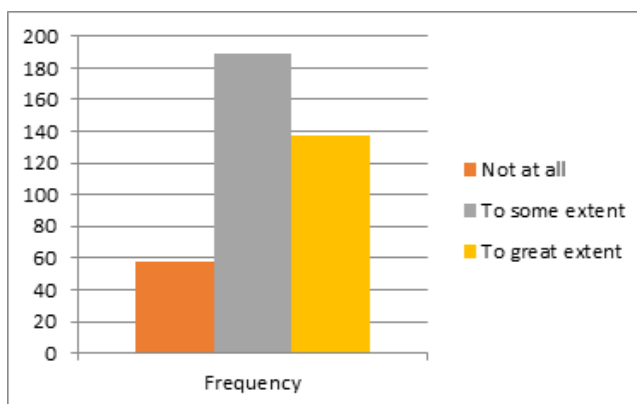


Chart No.8 analysis the role of TV in increasing understanding of other languages and shows positive impact of TV in understanding languages other than mother tong. Only 53 respondents disagreed out of 384. Respondents who consider greater impact are 137 and those who consider impact moderate/ or some extent are 189.

**Chart No.9 Understanding of languages**

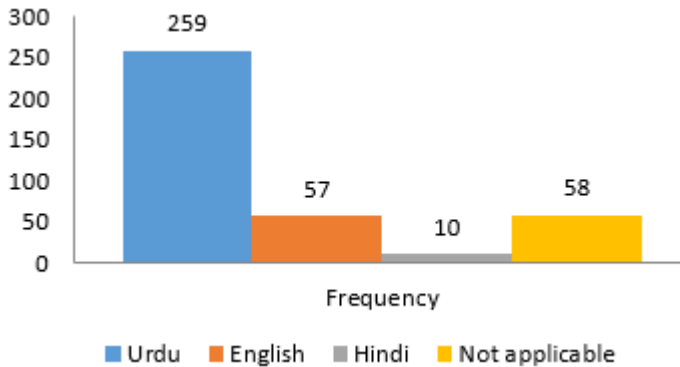


Chart No.9 indicates that understanding of urdu language which is national language of Pakistan is increased at great extent. Understanding of English is increased at some extent 57 respondents confirmed.

**Chart No.10 impact of TV on the accent of talking.**

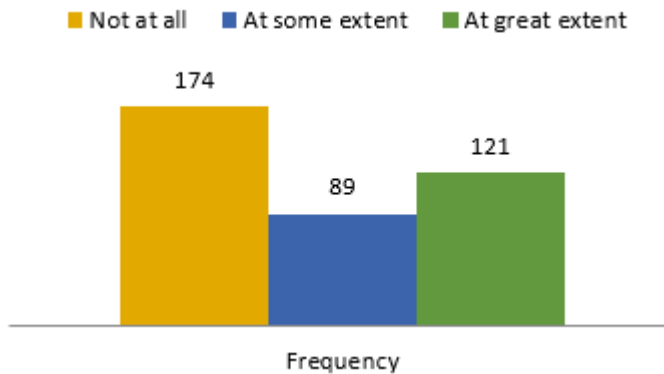


Chart No.10 shows that 121 respondents out of 384 confirmed that TV has affected their accent of taking local language at great extent and 89 agreed at some extent. But 174 respondents do not confirm the impact of watching TV on their accent of talking.

## DISCUSSION

Individual behavior is learnt behavior. Albert Bandura has propounded Social learning theory, which explains that a man/woman learn from environment. For woman who are culturally bound to stay at home and do house hold chores have television only source of information and entertainment. When they watch television most of the time at home, it makes their environment. And fulfills all four basic elements of social learning theory. As (i) Close contact: social learning can take place only when there is close contact between both. In case of learning from

television the television is observed very closely by observer women. As current study shows women spent more time on television. Therefore, are in close contact with television. (ii) Imitation of superiors: Women in current study as well as in studies conducted by (Zia, 2007; Shaikh, 2007; Tunio, 2018 et al) confirmed that women are admired by television characters. Women imitate dressing, appearance, language style accent and use vocabulary used by television characters. (iii) understanding of concepts: women confirmed that they don't have difficulty in understanding television programs which are telecasted in other languages like Urdu, Hindi or English. Study found that their understanding regarding Urdu and English language is increased after spending more time on television. (iv) Role model behavior: Television actors and models are role models of their viewers and fans. They imitate their behavior and copy their dressing, appearance and language.

Symbolic interactionist perspective has very important place in sociology. This perspective is introduced by American Sociologist George Herbert Mead ((1863–1931). In the view of this perspective media is emerged as a new institution, which has taken away role of other institutions. Such as function of entertainment, information, education and recreation is now performed by media. Symbols and messages shared by media are perceived by its audiences. Viewers attach their own subjective meaning to these symbols and messages and act accordingly. Results of current study confirms the change in behavior of women due to watching television. Findings of study are that 173 respondents out of 384 watches television up to 12 hours per day. 80% respondents have access to cable and satellite television channels. Women in universe have more choice of watching television programs. Even international channels are viewed in universe of the study. 366 respondents out of 384 considers impact of television on their lives positive, while 66 women were of the view that it has negative impact on their live. 283 women said that they imitate the style of dressing of their favorite characters. Change in appearance and jewelry wearing style is copied by women from television programs. Television has affected the local language of province that is Sindhi language. But, it has increased the understanding of other languages. understanding of Urdu language is increased which is followed by Hindi and English languages. In Sindh, every village and every caste has different accent of talking. Which is also affected by television. Findings of current study are that women also use words of other languages while talking in their local language Sindhi.

## **CONCLUSION:**

Study came up with the conclusion that television causes cultural change. Two aspects of culture were studied, one dressing, jewelry, appearance and other language. Respondents confirmed and were agreed to the statement that their dressing style, wearing jewelry and appearances are changed and modernized after watching television programs. We learn fashion from television actors. Language was other variable studied in this research, and respondents were of the view that their understanding of other languages is increased and their local accent of talking Sindhi a mother tong of people of Sindh is influenced. Women perceive this kind of impact positive for them.

## RECOMMENDATION:

Role of television depends upon the content of television; its programs should focus on women issues. Highlight role of women as politicians, social activists and educationists. Media, especially television can be used to aware women regarding their socio-economic, political and legal rights. PEMRA should make it compulsory for all directors and producers to show women in bold all characters, language of television actors/programs should be checked to avoid language mistakes. Domestic culture of Sindh and Pakistan should be protected and promoted. Educational programs should be introduced to target uneducated women of Sindh. Basic education and awareness of fundamental rights should be increased in television programing.

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