

# Examining the Cultivating Effect of Social Issue Based Dramas on Women of Pakistan

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## ABSTRACT

This study examined the cultivating effect of social issue-based dramas on women of Pakistan. N=100 women were surveyed on convenient sampling. These samples included working women who were lecturers (PhD) and assistant professors (PhD) at universities. The second sample comprises housewives living in G8, G9 sector of Islamabad and Satellite Town in Rawalpindi. The questionnaire comprised of twenty questions, furnished among working women and housewives in person. The sample was collected from the three mainstream channels of Pakistan i.e., Ruswai (aired from ARY Digital between the last quarter of 2019 and first quarter of 2020) Dar Khuda Say (aired from Geo TV between the second quarter of 2019 and the first quarter of 2020) and Inkaar (aired from Hum TV between the first and second quarter of 2019). The results showed that dramas cultivate an effect in women and the hypothesis was supported.

**Keywords:** Social-Issues, Dramas, Pakistan, Women, Cultivate Effect, Brevity.

## Introduction

This study titled, “Examining the Cultivating Effect of Social Issue-Based Dramas on Women of Pakistan,” analyzed the cultivating effect of social issue-based dramas on women of Pakistan. Cultivating effect refers to the way people’s perception of the world is affected by the content that they see on television.

The cultivation theory is a theory of mass communication which examines the long-term effect of media on audience. The theory was first presented by George Gerbner and was later expanded by Gross and Gerbner. The main concept of cultivation theory is based on a hypothesis that heavy viewing of television can cultivate an image of the world in our mind which is different from reality. The cultivation theory has extensively been used in studies that examine or study the effect of violence shown on TV.

According to Scott, Dylanin (2012) challenges that affect a vast array of individuals in a community are referred to be social issues. Although social concerns differ from economic concerns, some social concerns, such as child labor or immigration, have financial impacts.

Vukov and Morrein (2013) defined sexual abuse as an act of aggression where the abuser exploits the victim for the pursuit of sexual gratification. Besides sexual gratification, the abuser can also commit sexual abuse as an act of revenge, domination, humiliation and terror. It often includes acts of violence and can follow by physical and mental abuse.

## Article History

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### ***Problem Statement***

The research is based on cultivation theory which was first presented by George Grebner in the 1960, and suggests that regular exposure to media cultivates behavior and opinions as people are likely to perceive realities the way they are presented on television. The following study revisits cultivation theory by examining the cultivating effect of social issue based dramas on women of Pakistan. The content of global drama is different as compared to the dramas of Pakistan with regard to sexual abuse and its cultivating effect on the society. Therefore keeping in view the above, this study, examines the cultivating effects of sexual abused based dramas on women of Pakistan.

### ***Significance of the Study***

The research has adapted cultivation theory in a different dimension by examining the cultivating effect of social issue based dramas. The research can explain how cultivation theory can be adapted to examine the cultivating effect of social issue based dramas on women of Pakistan. It will thus add value to cultivation theory as it will provide another aspect of how media cultivates affect in the minds of audience.

### ***Research Objective***

The objective of the study was to examine the cultivating effect of social issue based dramas on the women of Pakistan.

### ***Research Questions***

*RQ1:* Whether and to what extent social issues based dramas are cultivating effect on the women of Pakistan?

*RQ1a:* To what extent the exposure to social issues-based dramas effect cultivate brevity in women.

### ***Hypotheses***

*H1:* More exposure on social issues-based dramas, the more is the cultivating effect on women.

*H1a:* The more exposure to social issues-based dramas, the more is the effect of brevity cultivated in women.

### ***Literature Review***

Cultivation Theory, in its most basic form, suggests that television is responsible for shaping or 'cultivating' viewers' conceptions of social reality. The Cultivation Theory asserts that heavy viewers' attitudes are cultivated primarily by what they watch on television. Gerbner views this television world as "not a window on or reflection of the world, but a world in itself" (McQuail, 1993). Cultivation theory also suggests that viewing of television can make individuals vulnerable to fear and they can also develop a perception of the world as a dangerous place.

Zia (2007) examined the cultivating effect of cable television on women in his thesis "Effects of Cable Television on Women in Pakistan: A Comparative Study of Heavy and Light Viewers in Lahore". Through conducting survey among viewers of cable television in Lahore, the researcher found that there is a close association between impact of Cable TV and the amount of time audience dedicate to it. This means that heavy viewers of cable TV are likely to have a stronger impact of cable television on them as compared to light viewers. The study also suggests that heavy viewing of television has an influence on cultural practices, and women are developing acceptance towards western and Indian culture. Further, it was also observed that, cable television viewing also has an impact on people's perception regarding social role of women. The researcher has applied cultivation theory, to explain that impact of heavy television viewing on audience and to explain how exposure to media contexts leads to observation all earning (p.158). Zia conducted a research in 2014 to examine the cultivating effects of PTV Drama on youth in Lahore, Pakistan. The research which was based on cultivation theory used survey method and

data was collected by conducting in person interviews. Audiences were asked about the different aspects shown in PTV drama. 54% people agreed that the dramas are close to the social and cultural values of Pakistan while 24% disagreed. When asked if PTV dramas somehow play a role in leading audience to a fantasy world 84% gave an affirmative response while 12% were partially negative.

Garay, Ramos, Delgado (2020), in their research analyzed how portrayal of women in Spanglish prime time dramas cultivates a particular image of women. The predominant Spanish prime-time presents an inadequate representation of women, and co-relates them with less skilled technical professions or in general with housework.

Lewis (2019) conducted a research to study the cultivating effect of media and linked it with the mean world index. Lewis, has discussed about how studies in past suggest that heavy viewing of television can lead people into developing a perception that the world is a mean place, where people cannot be trusted, are selfish and can take advantage of you. The studies also suggest that a person's own personality does not have much influence on their tendency to develop such perceptions. The author has also discussed about how the cultivation theory has expanded over time and how in order to further explain the cultivation theory, researchers have linked it with other theories like Moral Foundation Theory (p.19).

The accumulative agenda impact model, which describes how the public's view of crime will exceed actual crime figures, is presented in this article using Gerbner's cultivation theory, agenda-setting theory and social construction of truth. As for the cultivation theory, people who are exposed to a lot of media appear to receive more signals from the television programs and as a result, increasingly change their opinions on topics in their environment focused on these continuous signals. This article contains 5 sections; first in which the general overview is discussed, second sections define social construction the 3<sup>rd</sup> section discusses about the reality of social construction. In the fourth section it elaborates the statistical analysis and in the 5<sup>th</sup> section gives a depth survey of some primary sources.

## **Research Method**

The research method adopted to conduct this research study was quantitative research method. A survey technique was used to examine the n=100 women of Pakistan using convenient sampling. In n=100 women housewives and working women were considered 50% each.

### ***Sample of the Study***

Sample of the study include working women who are lecturers (non-PhD) and assistant professors (PhD) in the universities and housewives from middle-class families of Pakistan. House wives are women whose work inside the house. Their work involves running and managing the responsibilities like cooking, cleaning, doing groceries and handling other house responsibilities and they were not doing nay job.

### ***Sample Frame***

A sample frame of 150 women of Pakistan was taken for the questionnaire out of which 50% were working ladies and 50% were housewives. The sample was further divided into two categories based on their age groups.

***Working Women:*** The working women were all belonging to the teaching profession and falls in the group of assistant professors (PhD) and lectures (non-PhD) from Bahria University and International Islamic University Islamabad.

***Housewives:*** Housewives were categorized into three age groups 25-30years, 31-40 years and another group of 41 years old and onwards. The women of residents of G-8, G-9 sector were selected in Islamabad and Satellite town in Rawalpindi.

### ***Channel Selection***

Pakistan has over 10 entertainment channels out of these the channels that have been selected for the research were Geo Entertainment, ARY Digital and HUM TV.

***Geo Entertainment:*** Geo Entertainment is a private entertainment channel operating since 2002. The channel has gained popularity among the masses and has broadcast many famous and successful dramas which are mostly based on social issues.

***ARY Digital:*** ARY Digital is a private entertainment Pakistan based channel that can also be seen in North America, Europe and Middle East. Most of the content shown on ARY Digital targets women and is based on social issues.

***Hum TV:*** Hum TV is a private entertainment channel based in Karachi, Pakistan. It is one of the biggest channels in Pakistan, and has aired some of the highest rated dramas of Pakistan, which are based on women and highlight social issues.

### ***Variables***

The variable of the research is drama type i.e., social issue based dramas. These social issue based dramas included Ruswai, Darr Khuda Se and Inkar. The sample frame includes women of Pakistan, and compromises of working women and housewives.

### ***Demographic Characteristic of Sample***

Characteristics of samples were gender (Female only), Age, working women and housewives and location.

## **Results**

Table1: *Demographic Characteristic of Sample*

<b>Demographics Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
25-30	14	14%
30-40	40	40%
40+	46	46%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Status</b>		
Workingwomen	50	50%
Housewives	50	50%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Qualification</b>		
PhD	16	16%
Non-PhD	34	34%
<b>Location</b>		
G-9	45	45%
G-8	28	28%
Satellite Town	27	27%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 1 show that demographic characteristics of female respondents that were selected from different areas of Islamabad and Rawalpindi. These characteristics included age group, working status i.e., housewives or working women, in case of working women, their qualification and job status and residence location.

Table 2: *Frequency of Variables of House Wives and Working Women*

Variable	Housewives				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Dramas Cultivate Brevity</b>					
1-Social Issue Based Drama Cultivate Brevity Among Women of Pakistan	6 (1%)	9 (1.5%)	10 (1.6%)	13 (2.1%)	12 (2%)
2-Women of Pakistan Social issue based dramas Empowering in Nature	4 (0.6%)	4 (0.6%)	12 (2%)	20 (3.3%)	10 (1.6%)
3- Brevity shown in social issue based dramas is perceived real	7 (1.16%)	10 (1.6%)	11 (1.8%)	9 (1.5%)	13 (2.16%)
Variable	Working Women				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1-Social Issue Based Drama Cultivate Brevity Among Women of Pakistan	4 (0.6%)	8 (1.3%)	11 (1.83%)	12 (2%)	15 (2.5%)
2-Women of Pakistan Social issue based dramas Empowering in Nature	3 (0.5%)	4 (0.6%)	18 (3%)	15 (2.5%)	10 (1.6%)
3- Brevity shown in social issue based dramas is perceived real	5 (0.83%)	7 (1.16%)	9 (1.5%)	13 (2.1%)	16 (2.6%)
	Housewives				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1- Fearful Characters shown in Social Issue of Based Dramas are Gratified by Women	16 (2.6%)	8 (1.3%)	5 (0.3%)	14 (2.3%)	7 (1.16%)
2- Brevity Characters Shown in Social Issue Based dramas are Gratified By Women	14 (2.3%)	8 (1.3%)	14 (2.3%)	12 (2%)	13 (2.16%)
	Working Women				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1- Fearful Characters shown in Social Issue of Based Dramas are Gratified by Women	16 (2.26%)	13 (2.16%)	9 (1.5%)	3 (0.5%)	9 (1.5%)
2- Brevity Characters Shown in Social Issue Based dramas are Gratified By Women	15 (2.5%)	19 (3%)	7 (1.16%)	5 (0.3%)	4 (0.6%)

In Table 2, 43 housewives agreed that dramas cultivate fearfulness in women i.e., 7.1% and 30 housewives strongly agreed that drama cultivate fearfulness i.e., 5%. 35 working women agreed that dramas cultivate fear in women, i.e., 5.8% and 33 working women strongly agree that drama cultivate fearfulness in women, i.e., 5.5%. Whereas, 17 housewives strongly disagree that drama cultivate fearfulness i.e., 3.6% and 24 housewives disagree that drama cultivate fearfulness, i.e., 4% while 30 housewives think that dramas cultivate fearfulness is neutral i.e., 5%. 23 working women strongly disagree that drama create fearfulness i.e., 3.8% and 32 working women disagree that dramas cultivate fearfulness i.e., 5.3% which means no affect while 27 women are neutral i.e., 4.5% that means no affect.

In table 2, 42 housewives agreed that dramas cultivate brevity i.e., 7% and 29 housewives strongly agree that drama cultivates brevity i.e., 5.8% while 40 working women agree that drama cultivates brevity in women i.e., 6.6%, and 38 working women are think that drama cultivate brevity is neutral i.e., 6.8% which means no affect. 12 working women strongly disagree that drama create brevity i.e., 2% and 19 working women disagree that drama cultivate brevity i.e., 3.1% while 18 working women strongly agree that drama cultivate brevity i.e., 3%. On the other hand, 17 housewives, or 2.8 %, strongly disagree that drama cultivates brevity in women. 23 housewives disagree that drama cultivate brevity, i.e. 3.8% and 33 housewives are neutral i.e. 5.5% which means no affect.

In table 2, 40 housewives i.e. 6.6% disagree that dramas are perceived as real among women while 29 housewives agree that drama are perceived real. 42 working women disagree that dramas are perceived as reality i.e., 23% while 40 women working are neutral that drama is perceived as real i.e., 6.6%. Indicating that drama have no affects. 16 working women strongly agree that dramas are perceived as reality i.e., 2.6% and 18 working women agree that dramas are perceived as reality i.e., 3%, while 25 housewives, 34 working women strongly disagree that dramas are perceived as reality i.e., 5.6%. On the other hand 25 housewives strongly disagree that drama is perceived real i.e., 4.1%, interestingly 25 housewives also strongly agree with this that dramas are perceived real. There are 21 housewives who are neutral, i.e., 3.5 %, which implies they have no effect. In table 4, 41 housewives i.e. 6.8 % disagree that drama affects mental health. 36 housewives feel that effect of drama on mental health is neutral i.e., 6% which mean that there is no effect. On the other hand 38 working women think that effect of drama on mental health is neutral i.e., 6.3%, while 31 working women strongly agree that drama affects mental health, i.e., 5.1% 15 housewife strongly agree that dramas effects mental health which is 2.5% and 27 housewives agree that drama effects mental health while 26 housewives strongly disagree that drama affects mental health i.e., 4.3%. Whereas 28 working women strongly disagree that dramas have effect on mental health, i.e., 4.6%, while 30 working women agree that social issue based dramas have effect on mental health, i.e., 5%.

In table 2, 46 housewives strongly disagreed that social issue based drama characters are gratified by women i.e., 7.6%. 35 housewives agree that social issue based drama characters are gratified i.e., 5.8%. Whereas, 50 working women strongly disagreed that drama characters are gratified by women, i.e., 8.3%, and 40 working women disagree that drama characters are gratified by women i.e., 6.6%. 12 working women agree that drama characters are gratified by women i.e., 2%, while 21 working women strongly agree that drama characters are gratified by women, i.e., 3%. 28 working women feel that gratification of drama characters is neutral i.e., 4.6%, which means it has no affect. 33 housewives strongly agree that social issue based drama characters are gratified by women, i.e., 5.5%, while 27 housewives i.e., 4.5% disagree that drama characters are gratified by women. 30 housewives feel the gratification of drama characters is neutral i.e., 5%, which mean it has no affect.

In table 2, 37 housewives are neutral to the morality of dramas i.e., 6.1%, and 35 housewives i.e., 5.8%, strongly disagreed that drama concern morality. 40 working women disagreed that drama concern moral values i.e., 6.6% and 39 working women are neutral towards the morality of dramas, i.e., 6.5%. 17 housewives disagreed that social issue based dramas concern morality, i.e., 2.8%, while 31 housewives agree that social issue based drams concern moral values, i.e., 5.1%, and 30 working women strongly disagree that social issue based dramas concern morality, i.e., 5%. Whereas 22 working women are neutral to the morality of dramas i.e., 3.6%, which means no affect, while 29 working women strongly agreed that drama concern moral value i.e., 4.8%.

### **Frequency of Variables of the Study**

There were six selected variables that cultivate fearfulness, Brevity, dramas effect mental health, gratification through dramas and morality of dramas. Total numbers of responses N=100 received and analyzed through frequency.

Figure 1. *Cultivation of Brevity*

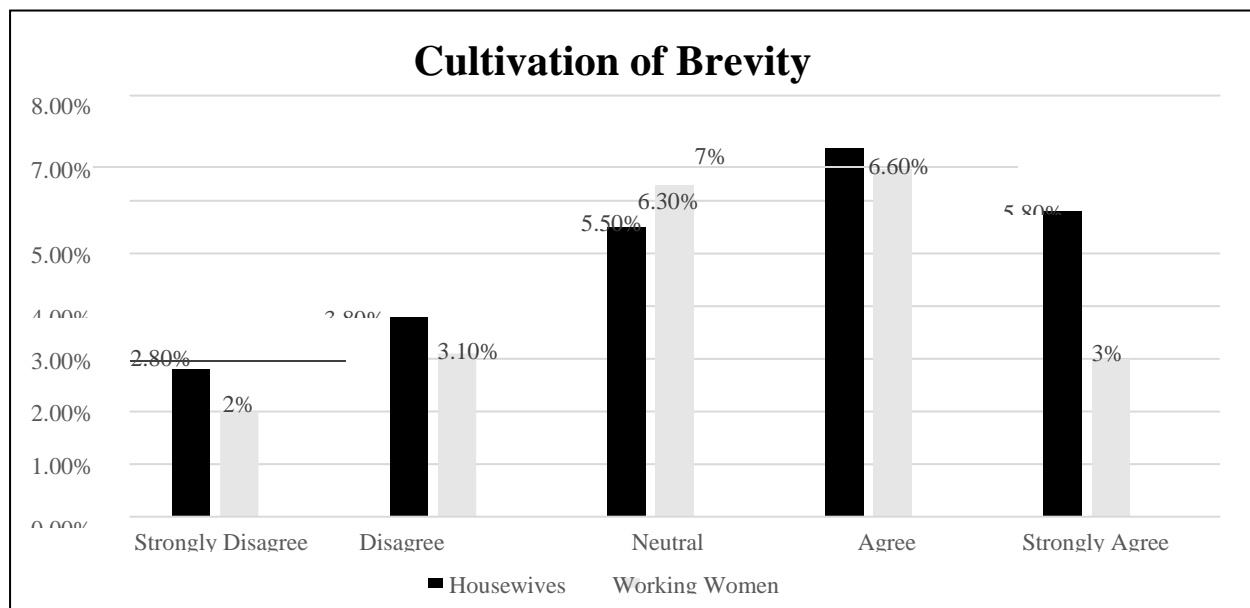


Figure 1 is related with the cultivation of Brevity among housewives and working women.

## Findings and Results

RQ1: Whether and to what extent social issues based dramas are cultivating effect on the women of Pakistan?

H1: More exposure on social issues-based dramas, more is the cultivating effect on women.

The hypothesis is substantiated partially that social issues based dramas are cultivating effect on the women of Pakistan. Brevity is more cultivated than fearfulness. Therefore, hypothesis H1 fully supported.

RQ1a: Whether and to what extent are social issue based dramas are cultivating brevity among women of Pakistan?

H1a: The more exposure to social issues-based dramas, more is the effect of bravery cultivated in women.

The findings revealed that if there is more exposure to social issues-based dramas, more is the effect of brevity cultivated in women. Therefore, hypothesis H1a is supported.

## Conclusion

This research was aimed to examine the cultivating effect of sexual abuse dramas on women of Pakistan. Based on the results gathered by the quantitative analysis of survey questionnaire distributed among housewives and working of Pakistan it has been concluded that sexual abused based dramas have a cultivating effect on women of Pakistan is partially supported. The results indicate that sexual-issue based dramas cultivate both a sense of fear, and brevity among women of Pakistan, however sexual-abused based dramas cultivate brevity at a rate higher than fear. It has been found that with the passage of time, parents focusing on education of their daughters to become active members of the society that making women brave. The researchers suggested for future researches that cultivation effects of media should be checked among rural and urban areas women for more generalized results and the formulation of new theory.

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Authors have no conflict of interest

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