

Effects of Television Dramas on Socio Cultural Values: A Case Study of Faisalabad City

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ABSTRACT

Pakistan is one of those states which are suffering from cultural invasion due to the foreign satellite TV channels and cable television, the situation remains blurred because of the lack of research. Media consumption has taken new trends due to availability of cable television networks on large scale in the country. It was hypothesized that increase in media consumption might have effects on social and cultural values. This research study was carried out in District Faisalabad, the 3rd largest populated city of Pakistan. To study the effects & analysis of TV drama on the socio-cultural values, the researcher adopted the survey method. The population of this study is the inhabitants of Faisalabad City. The people aged between 18 to 55 years were selected for the research. The research was interested in gathering the data from a large number of population but due to time and financial limitations 284 TV dramas viewers were selected as the sample. The researcher took the sample of equal viewers from each town almost 50-50 percent male and female. The collected data for research study was analyzed with SPSS Software to know about the percentage and frequency of responses. The researcher used the Cultivation Theory and Hypodermic Needle Theory. This research study analyzed cultural aspect with regard to the effects of TV dramas on socio cultural values and is concluded that TV dramas have strong effects on socio-cultural values of Pakistani People.

Keywords: Television, Entertainment, Drama, Social, Culture, Norms, Values, Society.

Introduction

The changes in cultural and living style are surfacing in our society. For a rough analysis, one can witness the changes in dress code, traditions, languages, sleeping pattern, dealing with neighbors and elders, etc. The importance of media cannot be ruled out in framing views and ideas of the people. Apparently, the changes are the results of the invasion of culture of the other nations (Safdar et al., 2018; Shabir et al., 2015a). Before the advent of cable operators' services, PTV dramas have the unique position and had attained immense popularity such as dramas of that age remained the center of attraction for a large number of people. When the cable operators start functioning in the country, foreign dramas become the popular among the society. Foreign dramas have adversely disturbed the foundation of our culture by entering into almost every household and capturing the thinking of young girls and women with their glamour promotion of foreign life style (Shabir et al., 2013; Shabir et al., 2015b). To beat the Indian dramas viewership, the Pakistani drama makers changed the trends and make the changes in the

Article History

Received:
July 1, 2020

Revised:
September 7, 2020

Accepted:
September 12, 2020

Published:
September 15, 2020

development and construction of dramas. Pakistani media is making efforts to compete with the foreign media by forgetting its identity, norms and values (Shabir et al., 2015; Safdar et al., 2015).

Schiller (1976) while defining the cultural imperialism termed it, the means of imposition of culture and values of developing and dependent countries by developed states. Various research works have been carried out to analyze the impact of television on viewers, particularly on their behavior. Heavy viewers of television have the greater effect on social and family interaction, daily life activities, and cultural practices and influenced by the characters of TV (Zia, 2007; Shabir et al., 2017; Safdar et al., 2016). The study will examine the impact of TV dramas on the socio-cultural values in Faisalabad.

Literature Review

Yasmeen (1987) in her study titled impact of television on the lifestyle of living set the hypotheses that greater the exposure greater will be the change in the living style. The study was carried to dig out whether there is any relationship between variables including more exposure; the changes in living. The study was held in the City Lahore. She came to the conclusion that there was no association between the two variables. Saleem (1994) conducted a research on cultural imperialism: a case study of dish antenna on Pakistani society in which she used a survey method. She concluded that because of Indian dramas, Hindi words are becoming a part of language and spoiling our own language. Women are impressed by the dresses, hairstyle and fashion of other countries and they are making the way in our society. Rahim (1994) in his study on the effects of TV dramas on the lifestyle pattern of women in the city of Hyderabad concluded that the changes are occurring in the behavior of especially housewives in many ways such as interaction with husband and children changed. Changes in dress code and fashions were disturbed along with language. Qurat-ul-Ain (1998) conducted a study on "Cultural Invasion: An analysis of PTV's entertainment programs and its effects on youth" that concluded that PTV programs are having elements of foreign culture. Study observed that higher schooling supports to make supplementary effects while those with low education obtain more effects. Ehsan (1998) concluded that TV dramas are generating inferiority, multifaceted and class conflict among the residences of Multan. Owing to it people were tending towards materialism. The habits of show-off are being witnessed with the upward trend in the society. The dramas are having negative impact on social and moral values. Ahtesham (1998) concluded that in the dramas, the marriage ceremonies surfaced were not in accordance with our Islamic traditions as the religion teaches us simplicity, putting the people in psychological conflicts. He said that the TV dramas are showing the tremendous glamour which is showing the psychological conflicts among the people. Ali in 2001 conducted a research on Impact of satellite television impact on the people of Lahore by using the survey method. He came to conclusion that the channels are influencing the language, food and social behaviors of the viewers. These are also becoming responsible for the life style. He was of the view that the media in the country was under the grip of satellite channels resulting in formation of International culture. Shahbaz (2004) worked on the effect of Indian family dramas on norms and values of the middle-class people in Pakistan. The survey research says that dramas are leaving the negative impacts on the life style, social behavior, dressing code of Pakistani society. Shaikh (2007) "conducted research on satellite television and social change in Pakistan: A case study of rural Sindh. It determined that the television is bringing changes in, attire, social customs, celebration of festivals, music traditions, approach to education, family system, clan and tribal system and language(s). The research concludes that changes are apparent." Yasmeen (1994) carried out a research on the comparative evaluation of PTV and NTM dramas in which she opted the interview method and indicates that PTV being the good in quality are more popular than the NTM.

Objectives of the study

- The study will analyze whether dramas are affecting socio-cultural values or not among the people of Faisalabad city.
- To identify the perception of people of Faisalabad towards TV dramas.
- To analyze the effect of TV dramas on socio-cultural values.
- Suggest the policy measures for the TV dramas to promote healthy society.

Major Hypothesis

H 1: It is more likely that TV dramas viewership is affecting socio-cultural values among the people of Faisalabad city.

Null Hypothesis

H 0: It is more likely that TV dramas viewership is not affecting socio-cultural values among the people of Faisalabad.

The study is carried out to know about the impact of tv dramas on the social-cultural values. The researcher was interesting in digging out the impact of TV dramas on the social cultural at grass-root level in the following terms;

- Family interaction
- Social interaction
- Fashion
- Language
- Traditions and religion

Sub hypothesis

- ✓ It is more likely that exposure to TV dramas has a bad impact on family interaction.
- ✓ It is more likely that watching of TV dramas has a negative impact on social interaction.
- ✓ It is more likely that tv dramas viewers accept the dress style shown on TV dramas.
- ✓ It is more likely that TV dramas viewers are using language polluted with foreign languages words as such shown in the dramas.
- ✓ It is more likely that the TV dramas viewership are deviating the viewers from religions.
- ✓ It is more likely that exposure to TV dramas is polluting our traditions and rituals.

Variables of the Study

Independent Variable

“TV dramas” is an independent variable in the research work.

Dependent Variables

“Effect on socio cultural values” as dependent variables given below:

- ✓ Family interaction
- ✓ Social interaction
- ✓ Fashion
- ✓ Language
- ✓ Traditions and religion

The major terms used in the study are defined below:

Television Dramas: In this research, TV Dramas is referred to the dramas shown on four Entertainment Channels operating in Faisalabad that includes PTV Home, ARY Entertainment, HUM TV and Geo Entertainment.

People: In this research, adults of Faisalabad ranging from 18 years old to 55 years men and women are taken.

Change: The researcher has selected some socio-cultural values affected by cable television channels.

Socio and cultural values: Families in Pakistan are closed bound and rich in its values which are mostly based on religion as the most of the people are Muslim and the state came into being on the name of

Islam. Although, the researcher will take up the following family interaction, social interaction, dress, language, traditions and religion.

Survey Method

To study the effects and analysis of TV drama on the socio-cultural values, the researcher chooses the survey method. The population of this study is the inhabitants of Faisalabad City. The people aged between 18 to 55 years were selected for the research. Due to time and financial constraints 284 TV dramas viewers were selected as the sample. There city consists of four towns including Iqbal Town, Lyallpur Town, Madina Town, and Jinnah Town. The researcher took the sample of equal viewers from each town almost 50-50 percent male and female. The collected data for research study was analyzed with SPSS Software to know about the percentage and frequency of responses. The researcher used the “*Cultivation Theory*” and “*Hypodermic Needle Theory*”.

Data Analysis

Table 1: *Sample according to gender & Qualification*

Sr.	Demographic of Respondents	Category	F	%
1	Gender	Male	142	50
		Female	142	50
		Total	284	100.0
2	Qualification	Matriculation and under	24	8.45
		Intermediate	46	16.19
		Graduate	127	44.72
		Post Graduate	87	30.63
		Total	284	100.0

The above table shows frequency distribution of a sample of population targeted in the research as per their gender. To evaluate the data, sample of 284 people was taken at random with the equal distribution of four towns of the Faisalabad City including Lyallpur Town, Iqbal Town, Madina Town and Jinnah Town.

In education point of view, out of the sample of 284 people, 8.45% respondents are matriculation or under matric education. 16.19% are having the degree of intermediate. Whereas, 44.72 percent of the whole sample are graduates and 30.63 percent has obtained the post-graduation degree.

Table 2: *Survey Results*

Question	Responses	F	%
Which dramas do you like the most?	Pakistani	158	55.63
	Foreign	41	14.43
	Both	77	27.11
	Didn't respond	8	2.81
	Total	284	100.0
Which channels do you like the most?	ARY Entertainment	56	19.71
	GEO Entertainment	80	28.16
	HUM TV	100	35.21
	PTV Home	20	7.042
	Others	28	9.85
	Total	284	100.0
How often do you watch TV	Regularly	100	35.21

dramas?	Three days in a week	64	22.53
	Weekend	48	16.90
	Occasionally	72	25.35
	Total	284	100.0
Do you think that TV dramas affect our socio-cultural values?	Yes	261	91.90
	No	11	3.87
	Didn't respond	12	4.22
	Total	284	100.0
If agreed, what kind of socio-cultural values are being affected?	Family system	143	50.53
	Social Interaction	53	18.66
	Fashion	33	11.61
	Tradition and Language	12	4.22
	Religion	43	15.14
	Family system	143	50.53
	Total	284	100.0
While watching TV, do you discuss the contents or routine matters with family members?	Yes	192	67.60
	No	68	23.94
	Not responded	24	8.45
	Total	284	100.0
What do you think about the effect of tv dramas on family members relationship?	Making weak	166	58.45
	Making strong	54	19.01
	No Effect	42	14.78
	Undecided	24	8.45
	Total	286	100.0
Do you think that your interaction with family members including parents, spouse, brothers and sisters has decreased?	Yes	162	57.04
	No	117	41.19
	Undecided	5	1.76
	Total	284	100.0
What do you think about the effects of TV dramas on social relationship including friends, neighbors, and relatives?	Making weak	169	59.50
	Making strong	32	11.26
	No Effect	46	16.19
	Undecided	39	13.73
	Total	286	100.0
Do you think that your interaction with friends has decreased?	Yes	188	66.19
	No	96	33.80
	Total	284	100.0
Do you think that your interaction with neighbors has decreased?	Yes	180	63.38
	No	104	36.61
	Total	284	100.0
Do you think that your interaction with relatives has decreased?	Yes	199	70.07
	No	85	29.92
	Total	284	100.0
Do you think that respect for others	Yes	252	88.73

is decreasing in the society?	No	32	11.26
	Total	284	100.0
Do you think that TV dramas are causing a decline in the respect for others?	Strongly Agree	47	16.54
	Agree	125	44.01
	Disagree	8	2.81
	Strongly Disagree	30	10.56
	To some extent	40	14.08
	Don't know	34	11.97
	Total	284	100.0
Do you think that TV dramas are promoting western lifestyle and fashion in our society?	Strongly Agree	94	33.09
	Agree	122	42.95
	Disagree	16	5.63
	Strongly Disagree	27	9.50
	To some extent	25	8.80
	Total	284	100.0
Do you think that veil and dupatta wearing is decreasing in the society?	Yes	227	79.92
	No	57	20.07
	Total	284	100.0
Do you think that TV dramas are causing a reduction in veil?	Strongly Agree	70	24.64
	Agree	98	34.50
	Disagree	40	14.08
	Strongly Disagree	37	13.02
	To some extent	39	13.73
	Total	284	100.0
Do you think that TV dramas are promoting love marriages?	Strongly Agree	99	34.85
	Agree	121	42.60
	Disagree	16	5.63
	Strongly Disagree	25	8.80
	To some extent	23	8.09
	Total	284	100.0
Do you think that TV dramas are polluting Urdu with foreign languages words?	Yes	248	87.32
	No	36	12.67
	Total	284	100.0
Do you think that there is a decline in our religious tendency?	Yes	241	84.85
	No	43	15.14
	Total	284	100.0
Do you think that TV dramas hurdle to perform religious duties such as Namaz?	Strongly disagree	10	3.52
	Disagree	42	14.78
	Agree	88	30.98
	Strongly Agree	99	34.85
	To some extent	45	15.84
	Total	284	100.0
Do you think that the dramas are	Yes	256	90.14

promoting Valentine Day, New Year, Mehndi function like activities?	No	24	8.45
	Total	284	100.0

The data reveals that 56 percent respondents of the sample prefer Pakistani dramas whereas 15.89 percent prefer foreign dramas and 27 percent like both and 2.81 % did not respond. Furthermore, data shows that 35 percent of viewers watch Hum TV whereas 28 percent watch the Geo Entertainment, 20 percent ARY Entertainment and 7 percent PTV whereas 10 percent others TV Channels. It shows the opinion and responses with frequency distribution of overall sample and from the overall sample of 284 people, the data shows that 35 percent of the people watch the TV dramas daily whereas 23 percent watch the dramas three days in a week. 17 percent watch the TV on weekend and 25 watch the dramas occasionally. Furthermore, from the sample of 284 people, 92 percent agreed that the dramas affect our socio-cultural values, whereas four percent disagreed and 4 percent did not respond.

On the other hand, from the sample of 284 people, as many as 60 percent, respondents think that it affects the family system, 59 percent agreed that TV dramas affect the social interaction whereas 65 percent agreed that TV dramas affect fashion. The table show that from the sample of 284 people, 68 percent discussed the routine matters and contents of dramas with family members while 24 percent gave the answer that they don't discuss. The gathered information reveals that as many as 58 percent of people think that tv dramas are making the family members relationship weak whereas 19 percent believes that viewing of TV dramas are making the relationship strong. The result shows that out of 284 respondents, 57 percent says that their interaction with family members has decreased, 41 percent says that their interaction with family has not decreased while 2 percent didn't respond.

According to finding, 59 percent people claim that TV dramas are making the social relationship weak, whereas, 11 percent say that it is making social relationship strong. According to finding, as many as 66 percent people agreed that their interaction with friends has decreased whereas 34 percent people were of the view that their interaction with friends has not decreased. According to the finding, as many as 63 percent respondents agreed that their interaction with neighbors has decreased whereas 37 percent people says that their interaction with neighbors has not decreased. Finding that the research in a question regarding interaction with relatives conclude that 70 percent of people say that their interaction with relative has decreased whereas 30 percent sees no reduction in relatives. As many as 89 percent of the respondents agreed that there is decline in the respect for others whereas 11 percent disagreed the statement.

The results revealed that 16 percent strongly agreed that TV dramas are causing a decline in respects for others and 44 percent agreed that the TV dramas are causing a decline in respects for other whereas 3 percent and 11 percent strongly disagree and disagree respectively and fourteen percent says to some extent. According to the gathered information, 33 percent strongly agree the statement that TV dramas are promoting western lifestyle and fashion whereas the 43 percent agree that the TV dramas are promoting the western culture. In this sense, 76 percent agree or strongly agree the statement. Whereas, six percent strongly disagree the statement and 9 percent disagree the statement. According to gathered information, most of the people 80 percent of population think that the dupatta and veil wearing in decreasing in the society whereas 20 percent do not agree the statement. Many as 25 percent of people strongly agreed that TV dramas are causing a reduction in veil. Thirty-four agreed that TV dramas are causing a reduction in veil whereas, 14 percent strongly disagreed and 13 percent disagreed.

According to finding, 35 percent of respondents strongly agreed that TV dramas are promoting the love marriages. 42 percent agreed that TV dramas are promoting the love marriages. Furthermore, 87 percent of respondents agreed that TV dramas are polluting Urdu with foreign languages words whereas 13 percent of the respondents disagreed the statements. According to gathered information, out of 284 respondents, most of them 85 percent agreed that there is a decline in religious tendency in the society whereas 15 percent disagreed. As many as 31 strongly agreed the statement that the TV dramas are one of the hurdles to perform the religious duties whereas, 35 percent agreed the statement. According to

information gathered through survey in Faisalabad City, three percent strongly disagreed and 15 percent disagreed the statement. According to finding, 91 percent says that TV dramas are promoting Valentine, New Year like festivities whereas the 9 percent did not agree the statement.

Discussion and Conclusion

The study examines the “Effect of TV dramas on socio-cultural values: A case study of Faisalabad City.” The information was gathered from 284 respondents, equal male and female, from the all corner (four towns) of the city randomly. The study was carried out to check the effect of TV dramas on socio-cultural values. In the category of Pakistani and foreign TV dramas, the research reveals that 56 percent masses in Faisalabad City prefer Pakistani dramas whereas 15.89 percent prefer foreign dramas and 27 percent both. The study also revealed that 35 percent of viewers watch Hum TV whereas 28 percent watch Geo Entertainment, 20 percent ARY Entertainment and 7 percent PTV whereas 10 percent others TV Channels. It also gave the data that 35 percent of the people watch the TV dramas daily whereas 23 percent watch the dramas three days a week. As many as 17 percent watch the TV on weekend and 25 percent watch the dramas occasionally. The major hypothesis of the study was to explore the effects of TV dramas on socio-cultural values. The study concluded that in response to a question that the “TV dramas is affecting our socio-cultural values”, majority of people as many as 92 percent of respondents agreed to that the TV dramas are affecting our socio-cultural values. To analyze the TV dramas impact on the people, the researcher took the five variables including family interaction, social interaction, fashion, language; and traditions and religion. For further investigating, the study revealed that as many as 60 percent think that family system was being affected by the TV dramas. Whereas 59 percent agreed that TV dramas are affecting social interaction whereas 65 percent of the people held TV dramas responsible for promoting western fashion. Whereas 52 percent and 48 percent respondents agreed TV dramas have an effect on Tradition and Language; and the Religion respectively. By investigating the sub hypothesis about impact on family members relationship, the gathered information reveals that as many as 58 percent of population in Faisalabad think that TV dramas are making the family members relationship weak whereas 19 percent believes that viewing of TV dramas are making the relationship strong. Eight percent remained undecided and 15 percent find no effect. Therefore, the majority of people are thinking that the TV dramas are weakening the relations. The research also concluded that that 57 percent of the people say that the interaction with family members including parents, brothers, sisters, spouse has decreased. By investigating the sub hypothesis that TV dramas are reducing the social relationship. The study finds that as many as 59 percent people say that TV dramas are weakening on social relationship, whereas 11 percent find positive impact of TV dramas on social interaction. Sixteen percent say no effect on social relationship and 14 percent were undecided. Sixty six percent people in the city according to the gathered information agreed that their interaction with friends has reduced whereas 34 percent people find no reduction in their interaction with friends. Whereas, 63 percent respondents agreed that their interaction with neighbors has shrunk. Whereas, 70 percent of people say that their interaction with relative has decreased whereas 30 percent found no reduction. In response to a question, do you think that TV dramas are causing a decline in the respect for others then sixteen percent and 44 percent ‘strongly agree’ and ‘agree’ respectively that TV dramas are becoming a cause for decline in respects for others. Whereas, 3 percent and 11 percent ‘strongly disagree’ and ‘disagree’ respectively to the statement. 14 percent says to some extent and 12 percent says that they cannot decide about the effect of TV for causing a decline in respects for others. To investigate the invasion of western lifestyle in our society over eastern lifestyle, the study revealed that as many as 33 percent ‘strongly agree’ and 43 percent ‘agree’ to the statement that TV dramas are promoting western culture. In this sense, 76 percent agree or strongly agree to the statement. To investigate the eastern dress, most of the people, 80 percent think that the dupatta and veil wearing in decreasing in our society whereas 20 percent do not agree to the statement. In response to a question, do you think that TV dramas are causing a reduction in veil and dupatta wearing, as many as 25 percent of people strongly agreed that TV dramas are causing a reduction in veil. Thirty four percent agreed that TV dramas are causing a reduction in veil whereas 14 percent strongly disagreed and 13 percent disagreed. And 14 percent says that to some extent. To find out the sub hypothesis, that TV dramas viewers are

using language polluted with the usage of foreign languages words as such shown in the dramas. According to finding, 87 percent of respondents agreed that TV dramas are polluting Urdu with foreign languages words. When asked about the TV effect regarding promoting love marriages, 35 percent of respondents strongly agreed that TV dramas are promoting the love marriages whereas 42 percent agreed that TV dramas are promoting the love marriages. Only 15 percent disagreed or strongly disagreed to the statement. To investigate the effect of dramas on religions found that 31 percent 'strongly agreed' and 35 percent agreed that the TV dramas act as a hurdle to perform the religious duties whereas, the statement. Only three percent strongly disagreed and 15 percent were disagreed the statement respectively while 16 percent favored to the option "to some extent". While investigating the effect of TV dramas on rituals, the research found that 91 percent think TV dramas are promoting Valentine, New Year like festivities which is against our culture whereas the 9 percent did not agree the statement.

Recommendation

- Majority of the population in Pakistan is not media literate. The TV dramas change their behavior of viewers and affect socio-cultural values as an effect of dramas. It is hereby recommended that steps should be taken to enhance the media literacy in the society.
- It is thereby suggested that our TV dramas, which have the highest viewership, should contain better content in order to improve Pakistani socio-cultural values.
- It is also recommended that the TV dramas should telecast the modernization keeping in our socio-cultural values in view.
- It is recommended that the TV dramas should promote our religion and social setup.
- It is also recommended that the foreign culture should be avoided in the dramas for a healthy society.
- It is recommended that the dramas should promote our values rather than other nations.

Acknowledgements

None

Conflict of Interest

Authors have no conflict of interest.

Funding Source

Authors received no funding to conduct this study.

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