

Image Portrayal of States and Societies in Pakistani and Indian Films

Sana Rauf¹, Eisha Kanwal²

¹Scholar, Department of Mass Communication, National University of Science & Technology (NUST), Islamabad

²Scholar, Department of Arts & Media, Foundation University Islamabad (Rawalpindi Campus)

Correspondence: sanarauf909@gmail.com¹

ABSTRACT

The basic purpose of this research article is to analyze the image of Pakistan and India portrayed by each other in their films. The article focuses on how the films are being used by the both countries to portray each other either in positive or negative way. Study used the mixed method i.e., quantitative and qualitative by its nature and data collected from online archive of countries' films having the theme of image portrayal of neighbor country i.e., Pakistan and India. A list of films of both the countries since 1948 till now is drawn. A general data about films collected through internet. Study found that in majority films of both countries showing each other enemy. The study also highlighted religious, cultural and social aspects of films. It is concluded that Indian films portraying Islam and Muslims in a negative way.

Keywords: Image Portrayal, Pakistani Films, Indian Films.

Introduction

"A film is never really good unless the camera is an eye in the head of the poet."

A film, sometimes known as a movie, is a collection of still photos on film that are projected in fast succession onto a screen using light. The motion picture is an incredibly effective medium for expressing drama and, more importantly, for evoking emotion. Motion films are extremely complicated, involving contributions from practically every other creative form as well as a wide range of technical skills, such as sound recording, photography, and optics. This new art form emerged at the end of the nineteenth century and quickly became one of the most popular and important media of the twentieth century and beyond.

The optical phenomenon known as persistence of vision is used to create the appearance of motion movies. The cheapest form of entertainment, cultural projection, and socializing is motion pictures.

The motion picture prospered as a mass media centred on theatrical presentation in the first half of the twentieth century. Attending movies became a social activity that could be done with friends or in a crowd of strangers. New technologies have enabled a wide range of watching options by the end of the twentieth century, ranging from a single spectator to audiences of thousands in a single place or millions across several venues. In 1891, 'Thomas Alva Edison' and 'William Dickson' invented the Kinetoscope, the first motion-picture viewing apparatus. It only enabled one spectator at a time to peek through a peephole at the machine's small moving images.

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Pakistan-India Relations

Due to a variety of historical and political events, relations between Pakistan and India have been complicated and largely antagonistic. The violent partition of British India in 1947, the Kashmir war, and multiple military conflicts between the two countries have all shaped relations between the two countries. As a result, their relationship has been marred by suspicion and resentment.

The relationship between India and Pakistan has had more lows than highs. Since its 70 years of independence, the bittersweet relationship between the two countries has made no meaningful development or accomplished any big breakthrough.

Pakistan and India have an odd relationship that alternates between periods of calm and periods of strife. Both sides' depiction in the media has tended to aggravate rather than resolve difficulties. The Indian media has been accused of disseminating anti-Pakistan propaganda and presenting a skewed picture of the situation. Both the Indian and Pakistani media have been accused of pushing their own agendas based on their own self-interests.

Role of Media

As stated by Jim Morrison:

"Whoever controls the media, controls the mind."

Media is now a crucial part of our lives, and it plays a significant influence in almost every aspect of our lives. It connects us to global events and informs us about a variety of topics such as news, history, and entertainment, all of which contribute to our development as individuals. It can change the overall scenario and can influence the viewpoint of the people. It can change the perception of the people be it positive or negative.

Peace media, according to Father of Peace Johan Galtung, is described as the use of media for the promotion of peace and to transform public ideas and sentiments toward peaceful conflict resolution. They can also support peace projects.

Media is playing a dual role in promoting the relationship between India and Pakistan. Media has religious, cultural and social aspects.

a) Religious Aspect:

Traditionally, the media have been most involved in the presentation of religion. In present time media is being used to get information about one's religious teachings. It can show any religion in a positive or negative way.

b) Cultural Aspect:

Media is significant transmitters of cultural messages and play an influential role in shaping culture.

South Asia is an area that requires the peaceful participation of the media to create peace. The Indo-Pak rivalry is the most important dispute in South Asia. The media can be used to promote peace through entertainment. There are a number of cross-border projects being undertaken by the media to promote relations between these two countries. For example, the media "Aman Ki Asha" has undertaken a collaborative campaign. The goal of this effort was to establish and strengthen cordial ties between these nations. "Sur Kshetra" was another media campaign. The goal was to use melody and song to bring two tense neighbours together. People from different countries should separate their feelings of love and hatred. In this regard, the media can play an important role in bringing the two countries closer together.

Besides this a war of words erupts on live television programs and each side blames the other for the impasse. A media should try to minimize the heat between the two countries. Both the Pakistani and Indian media had initiated campaigns to malign each other's image. And this can also be seen in their films. Through their films they are trying to instill in the people's mind that we are enemies from day one.

Methodology

The researchers used content analysis method to conclude the study. The data was collected from online archive and films of both countries from 1947 to 2010 were taken. The study was census and all films having the concept of image building of neighbor country were taken.

Analysis

Films: A tool of promoting love or hatred

In this age of media conglomerates, media moguls, and media hegemony, the production of mental images is not limited to our own experiences; print and electronic media, including movies, all contribute to the formation of mental images. The imagery in the flicks leave an indelible impression on the viewers' thoughts. Movies or films are similar to dreams or fairy tales in that they transport the viewer to new and often unbelievable worlds. The role of movies in image creation is unavoidable. Movies can distort the image in the same way that they develop it. It's an extremely efficient propaganda technique.

Films are tools for expressing one's mind. Since independence, the film industry of both the countries has flourished. They have produced many films. Below is the list of all the films produced by both the countries since 1948 till now.

Table-1: *Pakistani Films (1948-Present)*

Genre	Films
1948-1949	
Romantic	Teri Yaad, Sachai, Shahida
Musical	Pheray
Drama	
1950's	
Romantic	Anokhi Dastan, Amanat, Beqarar, Do Ansoo, Judai, Shammi, Akaely, Ghairat, Pinjra, BheegiPalkain, Harjai, Shola, Aaghosh, Mehbooba, Tarrap, Raat Ki Baat, Mukh-o-Mukhush, Sarfarosh, Aankh Ka Nasha, Ishq-e-Laila, Laila Majnu, Waada, Jaan-e-Bahar, Zehr-e-Ishq, Jhoomar
Action	Jihad
Thriller	
Musical	Dopatta, Gulnar, Gumnaam, Noor-e-Islam, Anarkali, Koel, Nagin, Neend
Drama	
Social	Bedari, Jago Hua Severa
Adventure	AakhriNishan, Changez Khan
1960's	
Biography	Ayaz, Ghalib, Madr-e-Watan
Romantic	Dil-e-Nadan, Hamsfar, Ghunghat, DhoopChaun, Deewana, Naila, Lakhon Main Ek, Doraha, Rishta Hai Pyar Ka, Andleeb, MukhraChannWarga
Musical	Raahaguzar, Saheli, Aanchal, Aulaad, Azra, Banjaran, Chanda, AisaBhiHota Hai
Drama	
Action	Mujahid, Zarqa
Thriller	

Horror	Zinda Laash
<i>1970's</i>	
Romantic	HeerRanjah, Anjuman, Shireen Faehad
Tragedy	
Romantic	NaseebApnaApna, Salam-e-Mohabbat, BaharoPhoolBarsao, UmraoJaan Ada, YehRaaste Hain PyaarKe, Aas, Anthoni, Bahisht, Chaahat, Deedar, Dillagi, Ishq Mera Naa Samaaj, Sidha Rasta, JubJubPhoolKhile, IshqIshq
Action	Tiger Gang, WehshiJat, Sharif Badmash
Thriller	
Musical	Pardes
Drama	
Action Crime	MaulaJatt
History	ChitraTay Shera
<i>1980's</i>	
Musical	Khandan, Saathi, Hero
Drama	
Biography	Blood of Hussain
Comedy	Mian BiwiRazi
Action	Angara, Kalka, Taqat Ka Toofan
Thriller	
Romantic	Nazdeekiyan, Mukhra, Bazar-e-Husan
<i>1990's</i>	
Action	Aasmaan, Barood Ka Tohfa, InsaanyatKeDushman, PuttarShahiye Da, Mard,
Thriller	Abdullah The Great, International Luterey, Jeeva, Madame Rani, Mera Mehboob Mera Qatil, Pal Do Pal
Romantic	Bulandi, Nagina, IshqDeewana, Nadira, Chahat, Mehbooba, Qasam, Jo DarrGya Who Marr Gya, Sargam, Ghunghat, DeewaneTerePyaarKe, Aik Aur Love Story, Guns N' Roses-EkJunoon, Inteha, Jannat Ki Talash
Science Fiction	Pamila, Cobra
Musical	PyarKiya To Darna Kya, Dil Kisi Ka DostNahin, Sangam, MujheJeene Do
Drama	
Political	Watan Kay Rakhwalay, Jungle Ka Qanoon
Comedy	Mr.420, Munda BigraJayeChorMachaye Shor, Ham To ChalaySusral, Munda Tera Deewana
Social	Mushkil
<i>2000's</i>	
Action	Angaaray, GharKabAaoGey, Jungle Queen, Khoey Ho Tum Kahan, Moosa Khan,
Thriller	Darinda, Salakhain, Kyun Tum Se ItnaPyaar Hai, Fire, Godfather, Kala Pul
Horror	Billi, Zibakhkhana
Comedy	Mujhe Chand Chahiye, One Two Ka One
Romantic	TereOyar Mein, Mere Mehboob, ChaloIshqLarain, Yeh Dil Aap Ka Huwa, Laaj, LarkiPunjaban, Pyar Hi Pyar Mein, Shararat, Yeh Wada Raha, Sassi Punno, Koi Tujh Sa Kahan, Gunahon Ka Sheher, Jism, PehlaPehlaPyaar, Tarrap, Jhoomer, Khuda Ke Liye, Mein Ek Din LautKeAaonga, MohabbataanSachiyaan, Anjaam, Basanti, Zill-e-Shah, IshqBeparwah, Mach Kay Yaar Manana
Social	Yeh Hui Na MardonWali Baat, Musalman, Hum Ek Hain
Crime	Dakait

History	KhamoshPani
Musical	KabhiPyar Na Karna, KhulayAasmanKeNeechay
Drama	
Biography	Ramchand Pakistani
Action Crime	Badmash Gujjar

2010's

Romantic	Virsa, ChannaSachiMuchi, Lado Rani, KhamoshRaho, Bol, Ishq Khuda, Bin Roye, Ho Mann Jahaan, Blind Love, Zindagi Kitni Haseen Hay, Dobra Phir Se, ChalayThaySaath, Chain Aye Na, Mein Punjab Nahi Jaungi, Rangreza
Romantic-Comedy	Haseena 20/20, Wohi Ley KeJaani Ay, Love Mein Gum, Wrong No, Dekh Magar Pyaar Say, HallaGulla, Ishq Positive, Janaan, Balu Mahi, Mehrunisa V Lub U, MaanJao Na, 7 Din Mohabbat In, Teefa In Trouble
Action	PhoolAurKantay, Aik Aur Ghazi, Son of Pakistan, Lahori, Achha Gujjar, Malang Badshah, Inteqam, Shareeka, Sher Dil, Charsi, Munafiq, Waar, Maalik, Raasta, Geo SarUtha Kay, Sangat, Jugni
Social	Verna
Comedy	Thakur 420, GolChakkar, MediShadiKarao, Karachi Se Lahore, Jawani Phir Nahi Ani, Actor in Law, Jeewan Hathi, Lahore Se Aagey, Thora Jee Le, Na Maloom Afraad, Na Maloom Afraad 2, Chupan Chupai, Parchi, Cake, Jackpot, Jawani Phir Nahi Ani 2
Horror	Siyaah, Maya, Aksbandh, Pari
Thriller	Chambaili, Dukhtar, 021, Bachaana, Hijrat, Hotal, Rahm, 8969, Whistle, Wajood
Sports	Main HoonShaïd Afridi
Drama	Zinda Bhaag, Seedings, Good Morning Karachi, Moor, Saawan
Documentary	Beyond the Heights
Crime	Jalaibee
Animated	3 Bahadur, 3 Bahadur: The Rvenge of Baba Balaam, Allahyar& The Legend of Markhor, Tick Tock, Son of Kashmir: Burhan
Biography	Shah, Manto, Mah-e-Mir, Salute
War-Epic	Saya-e-Kudha-e-Zulkaal, Yalghaar, Azaadi, Parwaaz Hai Janoon

Table-2: Indian Films (1948-Present)

Genre	Films
1948-1949	
Romantic	Aag, Mela, Balam, Barsaat
Social	Adalat, ApnaDesh
Comedy	Hip Hip Hurray
Action	Lalach, Matlabi, Karwat
1950's	
Social	Aahuti, Jogan, Madhosh, Sansaar, Anhonee
Romantic-comedy	Afsar, Ladki, Chori-Chori
Romantic	Anmol Ratan, Arzoo, Aaram, Bahar, Deedar, Amber, Aah, Aar Paar, Aabroo
Drama	Babul, Maa, Baaz
Crime	Afsana, Awaara, Baazi

Adventure	Alif Laila
History	Anarkali
Comedy	Ek Do Teen, Baap Re Baap
Action	Ameer, Badshah, Daku Ki Ladki, Samrat, Chaalbaaz
Biography	Mirza Ghalib
<i>1960's</i>	
Drama	Aanchal, Kohinoor, Aas Ka Panchhi, Bandini
Romantic	Barsaatki Raat, Dil Apna Aur Preet Parai, Manzil, Jab Pyar Kisise Hota Hai, Junglee, Shola Aur Shabnam, Dil Tera Diwana, Kahin Pyaar Na Ho Jaaye, Aao Pyaar Karen, Pyar Hi Pyar
Romantic-Comedy	Bawaqoof, Professor, Tere Ghar Ke Samne
Crime	Bombai ka Babu, Jaali Note
History	Mughal-e-Azam, Taj Mahal, Mahabharat
Comedy	Mr. India, Half Ticket, Daal Me Kaala, Do Dooni Char
Action	Awara Abdulla, Faulad, Ustadon Ke Ustad, Badshah
Horror	Who Kaun Thi
War	Haqeeqat
Biography	Amrapali
<i>1970's</i>	
Action	Aag Aur Daag, Chetna, Dastak, Dharti, Moojrim, Jwala, Heera
Drama	Bachpan, Bhai-Bhai, Andaz, Aan Baan, Aandhi, Dulhan
Romantic	Ganwaar, Himmat, Jawab, Mere Humsafar, Banphool, Chaahat, Aa Gale Lag Jaa, Aap li Kasam
Comedy	Humjoli, Mastana, Bawarchi
Thriller	Ek Paheli, Elaan, Gambler, Dharkan, Dhamkee, Azaad
Crime	Achanak, Mehmaan
Horror	Aur Kaun? , Bhayaanak
<i>1980's</i>	
Thriller	Aakrosh, Kali Ghata, Wardat, Suraag, Aitbaar, Qatil
Romantic	Aap ke Deewane, Qurbani, Sanjhki Bela, Do Dil Diwane, Bheegi Palkein, Chaal Baaz, Chandni
Comedy	Bombay 405 Miles, Naram Garam, Rao Sahab, Aage ki Soch
Action	Chunaoti, Lootmaar, Shaan, Kaalia, Aamne Samne, Mahaan, Jeeva, Aag Hi Aag, Do Waqt ki Roti, Kabzaa
Horror	Guest House, Dashat, Dak Bangla
Drama	Anmol Sitaare, Bazaar, Lakshmi, Prem Rog, Pukar, Aan Aur Shaan, Aulad, Dacait
Crime	Ashanti, Aaj ka Daur, Aghaat, Angaaray
<i>1990's</i>	
Action	Aaj ka Arjun, Aag ka Gola, Ghayal, Kali Ganga, Tejaa, Vansh, Baadshah
Comedy	Appu Raja, Khel, Coolie No.1, Aunty No.1, Duplicate, Biwi No.1
Drama	Awaargi, Izzatdar, Jamai Raja, Swarg, Akayla, Maa, Aarzo, Hum Saath-Saath Hain

Horror	Bandh Darwaza, Raat, Aakhri Cheekh, Khoonoi Raat
Romantic-Comedy	Dil, Dil Tera Aashiq, Rangeela, Ishq, Kauwa Kaare
Fantasy	Hatim Tai, Ajooba
Crime	Sher Dil, Zindagi Ek Juuaa, Baaz
Thriller	100 Days, Baazigar, Darr, Daraar
Romantic	Tum Mere Ho, Henna, Saajan, Prem Deewane, Aao Pyaar Karen, Hum Aapke Hain Kaun...!, Yeh Dillagi, Raja Hindustani, Kuch Kuch Hota Hai
War	Param Vir Chakra, Border
Biography	Sardar, Bandit Queen

2000's

Action	Bichhoo, Main Hoon Na, Ghajini, Wanted
Romantic	Dhadkan, Kaho Naa Pyaar Hai, Chori Chori Chupke Chupke, One 2 Ka 4, Devdas, Mere Yaar Ki Shaadi Hai, Jism, Koi Mil Gaya, Tere Naam, Veer-Zaara, Aashiq Banaya Aapne, Kabhi Alvida Naa Kehna, Vivah, Aapka Suroor, Om Shanti Om, Fashion, Love Aaj Kal
Comedy	Hera Pheri, Raju Chacha, Hungama, Munna Bhai M.B.B.S, Phir Hera Pheri, Dhamaal, Partner, Welcom, Krazzy 4, Dostana, Oye Lucky! Lucky Oye! , Paa, 3 Idiots
Romantic-Comedy	Phir Dil Hai Hindustani, Dil Chahta Hai, Chor Machaaye Shor, Chalte Chalte, Kal Ho Naa Ho, Jab We Met, Jhoom Barabar Jhoom, Singh is Kinng, Wake Up Sid, Ajab Prem Ki Ghazab Kahani
Thriller	Kaante, Dhoom, Dhoom 2, Don, Gangster
Horror	Raaz, Bhoot
Fantasy	Krrish, Bhoothnath, Aladin
History	Umrao Jaan, Jodhaa Akbar
Musical	Aja Nachle
Sports	Apne
Crime	Race

2010's

Romantic-Comedy	Chance Pe Dance, Mere Brother Ki Dulhan, Student of the Year, Yeh Jawaani Hai Deewani, Hasee Toh Phasee, Khoobsurat, Ki & Ka , Student of the Year 2
Action	Veer, Dabangg, Tees Maar Khan, Singham, Don 2, Agneepath, Rowdy Rothore, Dabangg 2, Race 2, Dhoom 3, Jai Ho, Gunday, Kick, Bang Bnag! , Happy New Year, Badlapur, Bajrangi Bhaijaan, Fan, Akira, Tube light, Tiger Zinda Hai, Baaghi 2, Dabangg 3, Kick 2
Drama	My Name is Khan, Monica, The Dirty Picture, English Vinglish, All is Well, Brothers, Jolly LLB 2, Jolly LLB, Padmaavat, Sonuke Tituki Sweety
Comedy	Housefull, Golmaal 3, Ready, Desi Boyz, Housefull 2, Ferrari ki Sawaari, Bol Bachchan, Go Goa Gone, Chennai Express, PK, Piku, Welcome Back, KisKisko Pyaar Karoon, Singh is Billing, Kapoor & Sons, Hindi Medium, Toilet, Golmaal Again, Pad Man, Housefull 3, Housefull 4
Romantic	I Hate Luv Story's, Anjaana Anjaani, Tanu Weds Manu, Body Guard, Rockstar, Ishaqzaade, Cocktail, Ek Tha Tiger, Jab Tak Hai Jaan, Aashiqui 2, Highway, 2 States, Heropanti, Ek Villain, Kill Dil, Roy, Hero, Prem Ratan Dhan Payo, Bajirao Mastani, Dilwale, Fitoor, Sanam Re, Ae Dil Hai Mushkil, Half Girlfriend, Jab Harry Met Sejal
Science-Fic	Robot, Ra One

Thriller	7 KhoonMaaf, Dum Maaro Dum, Murder 2, Agent Vinod, Jism 2, Raaz 3, Murder 3, Hate Story 2, Phantom, Hate Story 3, Mom, Race 3
Horror	Ghost, Creature, Alone
Fantasy	Krrish 3, Bhoothnath Returns
Dance	ABCD 2, ABCD 3
Crime	Bombay Velvet, Raees
Biography	Neerja, Dangal, Gully Boy
Sports	Sultan
Music	Ek Paheli Leela, Secret Superstar

India has also made many films depicting Islam and Muslims in a negative way. Nearly 75% films are being made by India showing Islam and Muslims in a negative way.

Table-3: *Indian films depicting Islam and Muslims in a negative way*

Positive Films	Negative Films	Mixed Films	Total numbers of Films
5 (12.20%)	31 (75.60%)	5 (12.20%)	41 (100.0%)

Note: The list of all the movies included in sample is given in Annexure-1

In past many films have been made in which both the countries has shown each other as their ultimate enemies but in recent years many films have been produced on the basic concept of friendship. Both Pakistan and India are trying to have good relation and for doing this they are making films in which they are limning each other as friends. But there are some extremist people in both the countries that are making hurdles in this and films are bring produced against each other.

The list of films of both the states showing each other either as friend or enemy is given below:

Table-4: *Films of both the countries showing each other either as friend or enemy*

Indian Films depicting Pakistan as either friend or enemy	
Friend	Enemy
Bajrangi Bhaijaan, Bangistan, Kya Dilli Kya Lahore, PK, Jab Tak Hai Jaan, Tiger Zinda Hai	EkTha Tiger, Agent Vinod, Baby, Phantom, Khiladi, Raanjhana, Tere Bin Laden, Bhaag Milkha Bhaag, David, Dishoom, NaamShabana, Amber Saria, Children, Neerja, Jolly LLB2, Tubelight, Partition;1947, Pad Man, Pari
Pakistani Films depicting India as either friend or enemy	
Friend	Enemy
-Nil-	Waar, Azaadi freedom

Conclusion

The study concluded that both countries made more movies are made against each other. Hence Indian made more movies against Pakistan. Good and healthy relation among both countries is necessary for the peace and tranquility in the region. Mass media especially films can be used as a tool to improve the relations among both countries. There is needed to make such films portray each other as friends. Also both the countries should take an initiative of making a film together. Similarly, Indian actors should be casted in Pakistani films and vice versa. This will also help in having a good relation. Friendly TV programs should be broadcasted inviting guests from both the countries. Mass media should also promote friendship rather than hatred.

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