

Television as a Source of Cultural Inspiration: Measuring Impact of Television Programs on Cultural Values of Youth

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ABSTRACT

Television is cheap source of information that provides various programs regarding to social, political, cultural and entertainment. Where television has become part of every home, there it has also caused of various effects. These effects have already discussed in the past and vast literature is available that shows strong relationship among public. The objective of this article was to examine the impact of television on cultural values of adolescents. This research study was developed based on the survey and data was collected from n=200 university students using self-designed questionnaire. The results presented by applying statistical tests and two-dimensional graphic representation using a software visualization approach. It is observed that excessive use of electronic media (mainly television) among young people leads to a conventional diminution of the cultural and traditional virtues, whereas it found lack of presentation of women image according to the religious concept.

Keywords: Television Programs, Adolescent, Cultural Inspiration.

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Introduction

Television is a significant wellspring of data and impact on youngster's lives. Over 96% of American family units have at any rate one television; The normal American youngster invests more energy sitting in front of the television than in the homeroom. Lately, television has been progressively observed to negatively affect youngsters' psychological and physical prosperity (Shabir *et al.*, 2013). Hypothetical reason for the effect of television on youngsters' social learning hypothesis, which predicts that a kid will learn and copy the practices seen on television, even without any conspicuous support (Safdar *et al.*, 2018). This observational learning can be applied to any substance zone introduced, paying little mind to the purpose of the message and whether or not the message shows up in the projects or advertisements (Shabir *et al.*, 2017). As specialists, clinicians and instructors become progressively engaged with assessing the effect of television and voicing their interests, they concentrated principally on brutality on television (Sheharyar, 2021). Be that as it may, during the most recent decade, three research regions are being create. These zones remember the impacts of televisions for kids' mentalities towards minorities and ladies, its effect on youngsters' understanding abilities and study hall practices, the impact of television promoting on kids' perspectives and practices youngsters' wellbeing (Shabir *et al.*, 2015; Safdar *et al.*, 2016). The reason for this article is to survey information from delegate investigations of the effect of television on youngsters in the four territories portrayed previously (Safdar *et al.*, 2015; Shabir *et al.*, 2015a).

Not with standing condensing them, we will likewise basically inspect look into procedures for two reasons: (1) There is discussion about the casual connection among television and youngsters' conduct, the restrictions of the approach's utilized, and (2) clashing outcomes have been accounted for. That is the result of various assessment systems for the assessed factors rather than the differences. Regarding the main point, most research has demonstrated just an affiliation as opposed to a causal connection among television and kids' conduct. A causal relationship must be shown by a longitudinal report where in kids were arbitrarily relegated to watch explicit television programs over significant stretches of time. Since this cant, this survey will feature considers assessing the effect of television on youngsters' conduct and mentalities paying little heed to other jumping factors. As to second point, various strategies were utilized to assess television (Shabir *et al.*, 2015).

For instance, a few investigations utilize the aggregate sum of television that is watched, different examinations assess explicit kinds of television programs that are viewed while others measure kids' inclinations for the sorts of projects. What's more, television seeing was estimated by parental review, kids' review, or the utilization of a paper. The unwiring quality of these strategies is once in a while announced. At last, the investigations utilize various proportions of access to the result conduct. For instance, animosity was estimated utilizing instructor reports, kid reports, or prepared eyewitnesses. This audit will feature the different techniques utilized in the revealed investigations and talk about their effect on the outcomes, so as to reach determinations about the connections between television review and explicit outcomes.

Social scientists are the camp followers of technological advances. Thus, the rapid spread of television through the United States during the 1950s was accompanied by considerable research on and interest in the impact of new medium. Several classic studies were conducted during that period. These investigations can be broadly distinguished from more recent televisions research by their focus on the effects of television per se rather than the effects of specific content. It seemed to many that such a vivid and compelling form of home entertainment should produce marked alterations in people's lives. The research of this period is reviewed by Maccabee.

Almost as soon as television had become an accepted part of everyday American life, however the attention of social scientists turned to the impact of specific types of television content, particularly violence. Widespread public concerns about violence led to periodic rounds of congressional hearings dealing with the relation between television violence and the increasing violence in the society. The result of hearings in 1969 was an appropriation of one million dollars to provide new research on television and the social behavior of the children and adolescents. A series of 23 empirical projects and numerous other papers and literature reviews resulted from this appropriation and are published in five volumes. These documents formed the basis for recommendations in the surgeon general concerning the effects of televisions violence. Summaries of this research are available as well as annotated bibliography.

Most of the new research deals with the narrow issue of the relation of television violence to aggressive behavior. Hence the bulk of our discussion is concerned with that issue and with the conditions that enhance or reduce the likelihood that behavioral aggression will result from television violence. Other areas covered in this chapter are the relation of television to children's understanding of social roles and stereotypes, cognitive development, and prosocial behavior (Tabassum & Amin, 2021).

Although the effects of advertising are of considerable interest, that topic is not covered because there is so little adequate research and Ward. Similarly, there is virtually no literature investigating noncontact features such as pace, photographic techniques, animation and the like, perhaps because they are not easily conceptualized in most of the theoretical approaches used.

Our orientation is developmental, so we have examined literature on children ranging from 3 to 18, with particular attention to age differences. Studies of college students and adults are not given comprehensive coverage, because it is not clear that one can generate their results to younger age levels. Further this survey is restricted primarily to studies conducted in the United States. While there is a considerable

amount of media research in other countries, cross cultural comparisons are difficult because American television differs dramatically from available programming in many nations. Obviously, many other factors vary across cultures as well.

Problem Statement

Thusly, youth are rising with information unreasonably complex for their phase of advancement. Customary and social substance in the television has a significant genuine impact. Through the various segments of media TV/ DVD's, PC comfort/games, radio and music-iPod/mp4s, web, cell phones and magazines/papers, media can hold considerable ranges of prominence over individuals, particularly kids. Television survey can either fortify standards or offer experience into elective perspectives. This examination likewise put forth an attempt to think about the effect of television among nuclear and joint family watchers. The genuine effect of television on its watchers relies upon its range and openness, financial status of the watchers and the time spent on review. By using qualitative research, we are going to investigate about the negative effects of television on youth with help of different methods like interviews and questionnaires.

Objectives

1. The principal objective is to clarify the significant effect of television on youth information, disposition and conduct.
2. To anticipate the explanation of effect of television on youth and to conquer these issues.
3. To investigate the valuable and hurtful impacts of media on youth mental and physical wellbeing.
4. To test whether expanded television seeing is related with expanded all out-vitality admission and with expanded utilization of nourishments generally publicized on television.

Literature Review

McQuail (2008) Lately, the issue of globalization, obvious in worldwide mass communication, has improved data all through the world. In any case, it has additionally brought about expanded imbalance, singular estrangement, and social and social disturbance. The marvel is additionally observed to prompt the substitution of customary structures, for example, family, religion, and network, with structures that are said to be progressively important to the cutting-edge world.

Abingdon (2012) calls attention to: there is by all accounts a practically visually impaired confidence in new present day and innovative answers for issues and a consequent debasement of customary qualities and structures. Whatever their incentive throughout the hundreds of years, individuals rush to extend their Native social conventions and qualities as reactionary, static, inconsequential to their lives. In any case, some contend that there are contemplation factors that limit the impact of nations. These components are choice, character, society.

In the social theory, the speculation is that television develops impression of reality based on which individuals decipher and comprehend. In this way, individuals in the public eye are affected by the relating or adequate conduct towards the remainder of society (Gerbner et al., 2014). Television develops and communicates to watchers. Where coordination is the procedure by which television carries various gatherings to the standard of the qualities of a predominant culture.

Gerbner (2014) likewise contends that concentrated television seeing inside different subgroups creates comparative viewpoints that are not the same as other, more clear survey points of view. The way of life theory further purposes that substance applies persistent weight on watchers' psyches, influencing how they see the world.

Johnson (2014) and Gupta (2012) underscored the local persuasion of authority that shows how television programs speak to a technique embraced by the decision classes of society to "comprehend our general surroundings" and what strategy McQuail, (2008) call it reality on television.

Western nations News and television programming give social content and setting to pictures of societies, political and monetary authority. These network shows have been disguised for social and material accomplishment in Europe and America. The acknowledgement of western television's general projects in the way speaks to a consequential acknowledgment of these substitute pictures (social reliance).

Social reliance is communicated as far as the social qualities of the general population. The writing talks articulately of this inquiry. Besides, dramas regarding pictures that will in general cultivate social, political and monetary authority are commonly not aesthetic, wealthy in sex and deals (Igbinedon, 2012) in this way; we accept that social authority is an apparatus for the social amassing of Western societies by youthful Nigerians.

From the looked into writing, it very well may be construed that the degree to which Nigerian youth receive practices, perspectives, convictions and representative examples that are seen as predictable with Western culture is traded and embraced by Nigerian societies. An investigation by Aliu, referred to in Igbinedon (2012) found that Nigerian college understudies will in general lean toward outside culture for the sake of entertainment, yet that culture assumes a significant job in affecting youngsters in their conduct, their style of dress, his oral articulation and reflection, and so forth. This examination drove him to presume that Nigerian college understudies have become a gathering of youngsters who ponder the passing and directing thoughts of remote societies than about their own way of life.

Research Questions

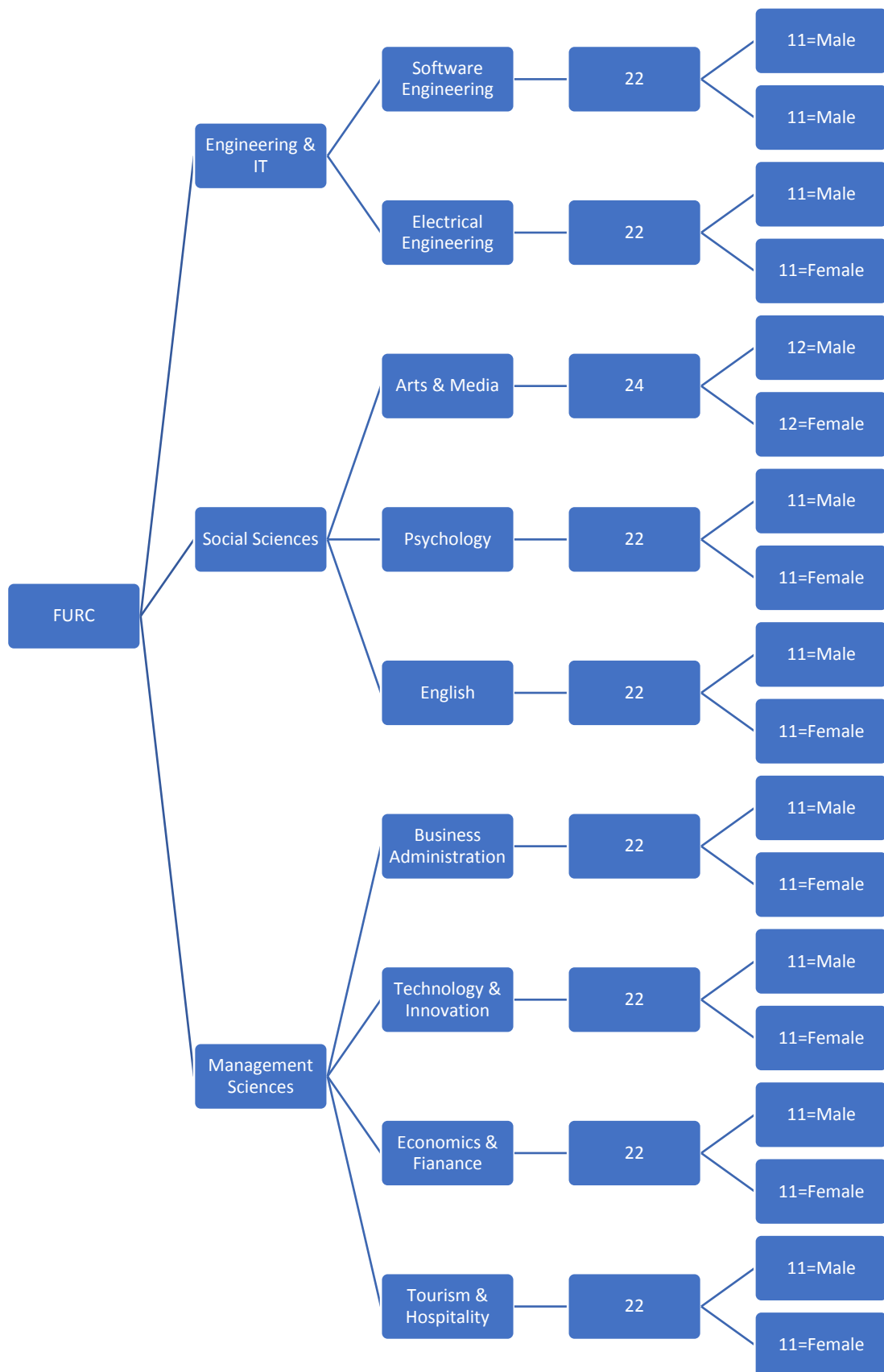
1. What is the main effect of television on youth disposition and life?
2. What is the explanation of effect of television on youth and how to overcome the issues?
3. What are the valuable and hurtful impacts of media on youth mental and physical wellbeing?
4. How watching the television is related to the expanded utilization of nourishments generally publicized on television?

Research Methodology

This research explores in depth how television impact the youth of our society. Through a conceptual approach to research content, there is a strong impact of television on youth. In order to know the impact of television on youth, present study was conducted in the Foundation University Islamabad (Rawalpindi Campus). A sample size of 200 male and female students was selected to investigate the objectives of the study. Well-structured questionnaire was designed and survey method was used for the data collection. Random sampling technique was adopted for data collection. For the analysis, data was organized in SPSS as well as in MS Excel to formulate the results.

Sampling Method

The Universe selected in the research was "Foundation University", while the population that constitutes the subset of the universe was made up of students from "Foundation University Rawalpindi Campus". Foundation University Rawalpindi Campus (FURC) consisted on three faculties i.e., engineering and IT, management sciences and social sciences. Furthermore, engineering and IT faculty has two departments, software engineering and electrical engineering. Whereas social science faculty has three departments, arts & media, psychology and English. On the other hand, management sciences faculty has four departments including management sciences, technology and innovation, economics and finance and tourism and hospitality. The division of sample is shown in figure 1. The study unit consisted of 200 students, including male and female. These 200 individuals were divided into two groups according to their age. The study participants were BS and MS students who tend to watch television frequently. The research consisted of a set of 8 questions. A questionnaire was developed for the purposes of the survey. After the information was collected the data was analyzed through the software (SPSS 17) to find the result in the form of tables and graphs.



Results

Table 1: *Respondents Detail*

Sr. No	Demographic Characteristics	Description of Characteristics	F	%	Min	Max	M	S.D.
1	Faculty	Engineering & IT	44	22.0	1	3	2.23	.789
		Social Science	68	34.0				
		Management Science	88	44.0				
		Total	200	100.0				
2	Gender	Male	100	50.0	1	2	1.50	.501
		Female	100	50.0				
		Total	200	100.0				
3	Background	Urban	176	88.0	1	2	1.12	.326
		Rural	24	12.0				
		Total	200	100.0				
4	Class	BS	154	77.0	1	3	1.27	.528
		MS/MPhil	38	19.0				
		PhD	8	4.0				
		Total	200	100.0				
5	Residence	Hostel	53	26.5	1	2	1.73	.442
		Home	147	73.5				
		Total	200	100.0				

N=200

The above table shows respondents detail with affiliation with faculty i.e., engineering and IT, social sciences and management science. Furthermore, gender, background, class and residence showed the characteristics of respondents who were selected as sample.

Table 2: *Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation
Frequently watch TV	200	1	5	2.39	1.215
Which kind of Program like to watch	200	1	4	1.49	.730
Television present Islamic values	200	1	5	3.45	1.295
TV as a source of entertainment	200	1	5	2.03	1.061
TV changing dressing style	200	1	5	2.24	1.249
TV programs influenced by western culture	200	1	5	1.83	1.003
Presentation of women in TV is according to Islam	200	1	5	3.40	1.280
Valid N (listwise)	200				

N=200

Table 2 shows the descriptive statistics of the variables. As the sample size of the study was n=200 and questionnaire was made on 5-point Likert Scale type. The table shows the total number of respondents, minimum, maximum, means and std. deviation of the asked questions.

Table 3: *Correlation, Mean and Std. deviation of the variables*

	1	2	3	4	5	6	7	8	9	10	11	12	M	S.D.
Gender	1												1.50	.501
Background	.215**	1											1.12	.326
Faculty	.159*	.281**	1										2.24	.789
Class	.057	.132	.040	1									1.27	.528
Residence	.034	.222**	.050	.308**	1								1.74	.442
TV watching	.421**	-.335**	.072	.094	.062	1							2.39	1.215
Programs like to watch	.618**	.249**	-.009	.124	.124	.866**	1						1.49	.730
Islamic values on TV	.128	.404**	.146*	.003	-.025	.826**	.656**	1					3.45	1.295
TV as entertainment	.406**	-.360**	-.014	.012	.004	.919**	.851**	.810**	1				2.03	1.061
TV changing dressing style	.498**	-.368**	.044	.038	.016	.945**	.879**	.827**	.950**	1			2.24	1.249
TV programs as western culture	.450**	-.306**	.038	-.027	.023	.875**	.883**	.752**	.926**	.915**	1		1.83	1.003
Women in TV is according to Islam	.133	-.405**	.115	-.012	-.007	.807**	.655**	.972**	.828**	.842**	.770**	1	3.40	1.280

*<0.05 (2-tailed), **<0.01 (2-tailed)

Table 3, shows the correlation, mean value and std. deviation of the variables. According to the results, TV watching and gender $r=.421^{**}$ shows significant relationship among variable at 0.1 level of significance. Whereas TV watching and background $r=-.335^{**}$ shows negative correlations among the variables. Meanwhile TV watching and faculty, class and residence variable show no significance. Furthermore, programs like to watch and gender, background and TV watching show significant relationship among the variables. On the other hand, Islamic values on TV shows significant relationship $r=.404^{**}$ with background, $r=.826^{**}$ with TV watching and $r=.656^{**}$ with programs like to watch shows significant relationship among the variables. TV as source of entertainment shows significant relationship with gender, TV watching, programs like to watch and Islamic values on TV, whereas shows negative correlation with background with $r=-.360^{**}$. Furthermore, the change in dressing due to TV shows significant relationship with gender, TV watching, Islamic values, and entertainment with $r=.945^{**}$, $.879^{**}$, $.827^{**}$ and $.950^{**}$ respectively. Whereas with background variable it shows negative correlation. On the other hand, TV programs shows western culture also found significant relationship with gender, watching TV, programs like to watch, TV as entertainment, change in dressing due to TV watching. Furthermore, presentation of women in TV is according to Islam found significant relationship with watching TV, programs like to watch, TV as entertainment, change in dressing Islamic values and western culture and vice versa.

Table 4: ANOVA analysis between groups and within groups

		Sum of Squares	Df	Mean Square	F	Sig.
Frequently watch TV	Between Groups	52.020	1	52.020	42.639	.000
	Within Groups	241.560	198	1.220		
	Total	293.580	199			
Which kind of Program like to watch	Between Groups	40.500	1	40.500	122.465	.000
	Within Groups	65.480	198	.331		
	Total	105.980	199			
Television present Islamic values	Between Groups	5.445	1	5.445	3.285	.071
	Within Groups	328.150	198	1.657		
	Total	333.595	199			
TV as a source of entertainment	Between Groups	36.980	1	36.980	39.189	.000
	Within Groups	186.840	198	.944		
	Total	223.820	199			
TV changing dressing style	Between Groups	76.880	1	76.880	65.164	.000
	Within Groups	233.600	198	1.180		
	Total	310.480	199			
TV programs influenced by western culture	Between Groups	40.500	1	40.500	50.207	.000
	Within Groups	159.720	198	.807		
	Total	200.220	199			
Presentation of women in TV is according to Islam	Between Groups	5.780	1	5.780	3.574	.060
	Within Groups	320.220	198	1.617		
	Total	326.000	199			

Table 4 shows the statistical analysis between groups and within groups with significance. According to the results, TV programs shows Islamic values found false with $p=0.71$ and it also found that presentation of women is not according to the Islam with $p=.060$ at the level of significance at 5 percent.

Figure 1: Television programs affecting local culture

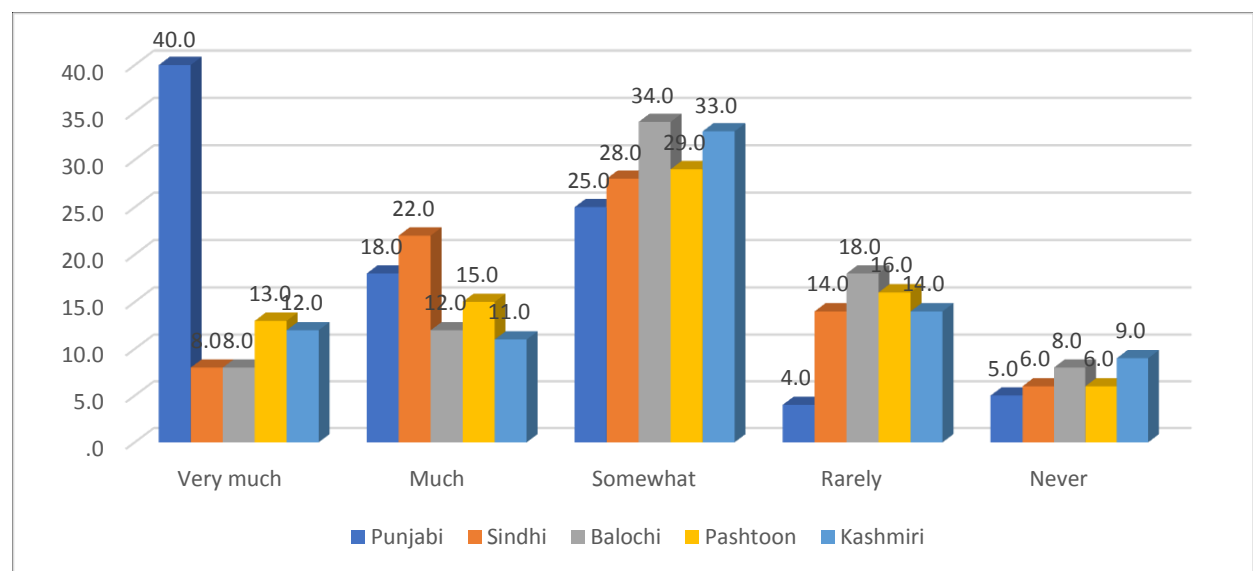


Figure 1 shows that, respondents were asked that how much they think that television can affect on Pakistani culture in which 40% of the viewers said that it affects very much on Punjabi culture, 18% of them said it affect much, 25% of them said it to some extent, 4% of them said that it rarely affects and lastly 5% were those who said that television never effect on Punjabi culture. Respondents those who said that television effect very much on Sindhi culture were 8%, 22% said much, 28% said to some extent, 14% said rarely and 6% of them said that it never effects on Sindhi culture. People were asked about the effect on Balochi culture in which 8% said very much, 12% said much, 34% said it to some extent, 18% said rarely and 8% said that it never effects. People who said that it effects on Pashtun culture very much are 13%, 15% were said that it effects much, 29% said it to extent, 16% said rarely, and 6% said that it never effects. Lastly it was asked about the Kashmiri culture and 12% said very much, 11% said much, 33% said it to some extent, 14% said rarely and 9% said that it never effects on Pashtun culture.

Figure 2: Which types of dressing changing due to TV programs

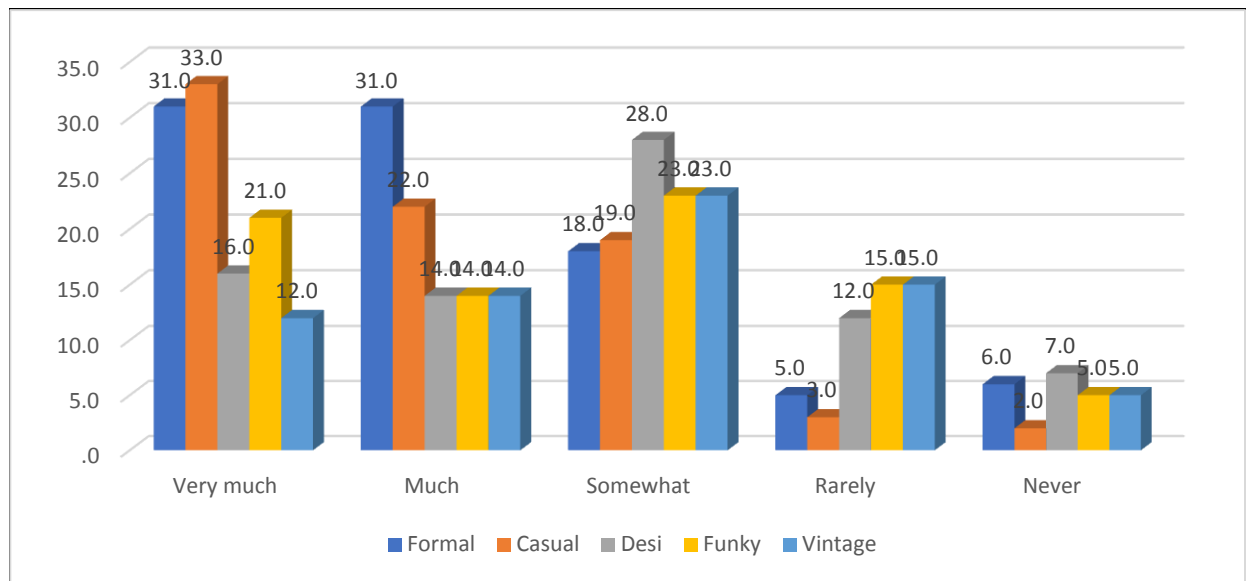


Figure 2 shows that they were asked that how much they think that television is changing the dressing style of university students in a Formal way, which resulted 31% of them saying that it changes very much, 30% of them said much, 18% said to some extent, 5% rarely and 6% said that television never changes the dressing style. People who said that it changes casually very much are 33% and 22% said much, 19% said it to some extent, 3% said rarely and 2% of them said that it never changes casually. Respondents said that it changes the dressing style very much of university students in a desi way are 15%, 14% said much, 28% said it to some extent, 15% said rarely and 7% said never. The respondents thought that it changes the dressing style of university students very much in a funky way are 21%. 14% thought much, 23% thought it to some extent, 15% thought rarely and 5% thought never. 12% of the respondents thought that television very much changes the dressing style in a vintage way. 14% thought much, 23% thought it to some extent, 15% thought rarely and lastly 5% of them thought it never changes the dressing style in a vintage way.

Discussion and Conclusion

Television has a profound impact on youth and it was boon for human civilization. It has changed the lifestyle of people and influenced our culture a lot. Watching television is like taking black spray paint to your third eye and it won't be a phony if we say... so it's up to us how to develop ourselves and be successful in our life. From results, it has been found that various effects of TV programs effecting on youth and their cultural values. Long and extensive hours individuals spend ahead of their TV sets. Study revealed that TV is liable for obesity in youth because it keeps them from practicing and participating in

other activities. TV simply makes reading look as an uneventful and monotonous activity for youngsters. TV programs show such concepts of culture that are not related to Islamic culture. The presentation of women also reflects the western look instead of local cultural values. Heavy dependency on media leading young generation far from Islamic values.

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Conflict of Interest

Authors have no conflict of interest.

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