

# Portrayal of Women in Pakistani Urdu Dramas: Public Perception of Residents of District Swat

Mian Hilal Shah<sup>1</sup>, Tufail Ahmad<sup>2</sup>, Sajjad Khan<sup>3</sup>

<sup>1</sup>Scholar, Department of Mass Communication, University of Swat

<sup>2</sup>MPhil Scholar, Department of Arts & Media, Foundation University Islamabad

<sup>3</sup>MPhil Scholar, Department of Arts & Media, Foundation University Islamabad

Correspondence: [mianhilalshah@gmail.com](mailto:mianhilalshah@gmail.com)<sup>1</sup>

## ABSTRACT

Current research study is about portrayal of women in Pakistani Urdu dramas. Urdu drama content is available on almost every platform from mainstream media to social media. It has been proved from previous researches that dramas are influential and it can change public perception. With the hypothesis, Urdu dramas also portray content which effect Pakistani society. This research study observed portrayal of women in Pakistani Urdu drama in terms of positivity, negativity and dominant or less dominant or cruel. Apart from it this research study also found Swat's people perception towards portrayal of women in Pakistani Urdu dramas. Using the survey method, the researchers used questionnaire to identify women portrayal in Urdu dramas and perception of people of Swat towards it. The study focused to identify either representation of women influence or cultural perspective. The study also tried to identify how much drama influence is on individuals own perspectives. Which types of dramas are famous among young ones of Swat and apart from it for what purpose they watch Urdu dramas. The researchers tried to answer some of these questions in this research study.

**Keywords:** Urdu Dramas, Portrayal of Women, Public Perception.

## Introduction

Media is considered as an important source of entertainment, awareness and education, the television has a lot to offer in the entertainment industry television brings a lot of content for education, awareness and entertainment of the viewers. Television dramas are one of the most important contents which the channels offer. The television contents have an impact on the minds of the masses the dramas serials present characters in an influential way and the audience get influenced by it.

In this research, the researcher studied Pakistani dramas on aired by Pakistani Channels in the history of Pakistani television regarding portrayal of women, because the presentation of women in Pakistani dramas shown negatively. In Pakistani dramas the women are presented as a totally materialistic and money loving human. This study will explore the public perception about negative image of women in Pakistani dramas.

In spite of the way that ladies are assumed as the more fragile sex, Pakistani ladies are partaking in media and assuming a functioning part in the advancement of media improvement. However, ladies actually

## Article History

Received:  
September 24, 2021

Revised:  
December 27, 2021

Accepted:  
December 29, 2021

Published:  
December 30, 2021

appear to be typified in media. The investigation inspects the picture of ladies as introduced in Pakistani print, broadcast and online media just as in ads.

Ahmad (2015) searched out that the portrayal of ladies in contrast with male characters utilizing a substance investigation of 54 scenes of two Pakistani broadcasting company dramatizations. The goal was to notice the portrayal of significant characters, social jobs and the issues of infringement of ladies' privileges. Under women's activist hypothetical structure, the discoveries uncovered that ladies were addressed in compliant social jobs, abused under the philosophy of male controlled society.

In addition, a democratic power that portrays itself as a liberator and a devoted women's activist was used to highlight issues of violation of women's rights. Ladies strengthening and ladies' privileges' projects and arrangements of the decision elites were utilized to propel the interests of government and political pioneers to support control. The investigation reasons are that as a powerhouse of practices and mentalities, man centric philosophy assumes a critical part in the portrayal of ladies as feeble and accommodating in TV dramatizations in Pakistan.

Fatima (2019) studied the idea of honor and the subsequent talks have consistently influenced ladies' lives in Pakistan. This paper will use Steward's hypothesis of performativity and bits of knowledge from women's activist film hypothesis and ladies' set of experiences in Pakistan to investigate and assess ladies' portrayal in Pakistani well known social writings, and accordingly draw in with the governmental issues of sex in Pakistan. The methodological devices of content examination and talk investigation will be utilized to explore the focal exploration question that is: how much does the portrayal of ladies' parts in contemporary Pakistani show serials incorporate conservative talks of honor? It will consequently analyze that "how' ladies are addressed in Pakistani dramas or dramatization serials and being a "noteworthy' lady. This will uncover that regardless of modernization and expanded female schooling and work cooperation, honor talks actually keep on being the most predominant aspect of a lady's life on screen and in mainstream society. Examination shows that the absolute most noticeable ideas that are impacted by honor talks incorporate marriage, abusive behavior at home, financial jobs, work investment, quieting of survivors of lusty behavior or assault and surprisingly one's strict standing. The examination shows that explore these social writings with gendered focal points and gain a more profound comprehension of the difficulties ladies in this piece of the world face.

Asemah (2013) studied the set off to find out the impression of the depiction of ladies in TV promoting. The reasoning behind the investigation is to determine the way individuals, particularly the ladies feel or see how they are depicted in TV promoting; two speculations were utilized as hypothetical system; they are constructivism hypothesis and the viewpoint hypothesis. The study research configuration was embraced, utilizing the poll as an instrument of information assortment. Discoveries from the respondents show that ladies are adversely depicted in TV promoting. All the more along these lines, discoveries show that ladies are not happy with the way they are depicted in TV promoting. The paper infers that ladies see the manner in which they are depicted in TV promoting as regrettable; in view of the end, the paper suggests that ladies ought to be depicted in acceptable light when publicizing items. Catchphrases: Advertising, discernment, ladies' depiction and TV publicizing.

Mehra (2019) the examination infers that Pakistan's TV dramas have worked as an advanced entryway for conveying the vintage and contemporary depictions of Pakistani ladies and well known Pakistani culture to Indian watchers. This investigation characterizes how TV dramas on the computerized stages rise above public boundaries, dialects, and culture and can possibly connect the information hole and acquire the survey crowd India nearer to the depicted culture. The investigation finds purposes behind the developing ubiquity of Pakistan's dramas among Indian crowd (short and high speed stories, distinct endings, credible characters communicating in casual dialects, naturalistic foundations and smooth music, and so forth) prompting a developed review dependability shift of fluctuating degrees with female respondents keen on buying Pakistani design attire. Respondents associated with the Pakistani drama content as they portrayed social issues like sexual orientation predisposition, youngster marriage, ladies'

freedom, and so on were applicable in the Indian setting also aside from successive portrayal of polygamy. The examination sums up that the contemporary performed depictions of Pakistani ladies are at the clashing intersection of eastern and western mainstream societies. Surveyed writing featured a slow relapse in the strength of ladylike depictions, considering the vintage ladies' jobs used to be certain, emphatic, free and solid in voice and activity and the contemporary TV show in Pakistan has gotten misogynic, depicting ladies as frail, reliant and deceived. In light of collected reactions, the examination reasons that depictions of ladies in Pakistan's dramas are moderately reformist, attempting to beat misogynic works on, testing sexual orientation predispositions and starting conduct change on no-no subjects like male feebleness, nurturing a transsexual and between confidence relationships. Talk Analysis of ladylike characters in the most commended TV drama of Pakistan 'Humsafar' has surfaced a complex exploration issue that it imparts different, backward, misogynic belief systems, inflexible divisions in female depictions, treatment of sentimentalism with androcentric look, generalizing and restricting ladylike office. Idea of 'social government' is passed on in two of the most evaluated Pakistani TV dramas 'Zindagi Gulzar Hai' and 'Humsafar' by portraying bad guys' appropriation of western culture in dressing, language and conduct as better than heroes' reception of tamed eastern culture which is a risky portrayal established in provincial complex. The creator found the term 'Altagonist' for the ladylike person class that starts as inactive positive ones, step by step changing their positive shade with a few shades of the pessimistic driving the story forward. Indian crowd distinguished a few issues in performed depictions of ladies interlaced with the mainstream society of Pakistan like voiceless ladies on polygamy, between linkage of sex unfairness and separation, absence of accentuation on ladies schooling and strengthening and less comic jobs for ladies. Creator's participatory perceptions presumed that notorious female characters like Khirad from 'Humsafar' give less significance to monetary and enthusiastic strengthening till they face either unfaithfulness or conjugal conflict as the beginning stages of constrained freedom from male reliance.

### ***Pakistani Drama's a Brief History***

Merriam Webster dictionary defined word drama as “a composition in verse or prose intended to portray life or character or to tell a story usually involving conflicts and emotions through action and dialogue and typically designed for theatrical performance”.

Drama is a piece of writing that tells a story and is performed on a stage.

Pakistani dramas have a long and illustrious history in the Indian subcontinent's drama industry. Classical dramas are credited as being the first field of the industry to emerge. With a powerful message to convey and the ability to elicit emotional attachment from the audience, these dramas continue to inspire the current generation. All of this was accomplished because to the excellent writers and actors who demonstrated what the directors intended to portray from the script. However, regrettably, this pleasant and prosperous age had to come to an end, and that was in 2001, when star plus was the major focus of the audience, and people were so enthralled by their dramas that they began to imitate Hindu culture. This was not only the industry's downfall, but also the threat to Islamic values. Initially, the dramas were exclusively broadcast on PTV, which was the only channel available to the business (Pakistan Television). Many master compositions were broadcast there, 'Ankahi,' 'Dhoop Kinaray,' 'Dhuan,' and 'Tanhayan,' for example. The theatre industry in an Islamic country seeks to create situations that reflect Muslim culture, and they have been effective in expressing the message through outstanding screenplays. Haseena Moen, Seema Ghazal, and Ashfak Ahmad are among the excellent storey authors on the list. Their stories mostly dealt with real-life societal challenges that many people in today's globe are dealing with. Their stories are so amazing that they are recognised not only on a nationally, but also on a global level, which is why they have achieved global attention.

Government-access television (GATV) is a specialized television channel produced by government bodies (usually local governments) and aired over cable television systems or, in rare cases, over-the-air broadcast television stations.

Govt. channels are state owned channels. Govt. hires special budgets and funded govt. channels to maintain their transmissions regarding govt.'s agenda.

In Pakistan PTV (Pakistan Television Network) is a network of different TV channels which is fully running with the support of govt. This type of channels is also known as 'Public channels'. These type of state owned channels transmits in many languages.

Private channels are used for communications that should not be shared with the entire community. A person must be invited to a private channel by someone who is already a member. Members of a private channel can only search messages or files submitted in that channel.

Private channels are running under specific celebrities, corporations or other non govt. organizations to explore and criticize govt. decisions and policies without any influence. In Pakistan there are lot of private channels which transmits in national and many other local languages.

### ***Statement of the Problem***

The aim of this research study was to investigate the portrayal of women in Pakistani dramas and to examine the representation of women. In Pakistani dramas, women image is portrayed negatively. They showed as they are deprived of their rights and mistreated. Western values and culture such as dress code, living style etc. is being adopted. So, by using this research, the researcher finds out the image of women in Pakistani television dramas.

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

This study will explore the representation of women in Pakistani television dramas it will shed light on the cultural values linked to a woman which is portrayed in the drama, this study focuses on how a woman is in our society and how they are portrayed in the television contents

### ***Objectives***

1. To investigate the negative representation of women in Pakistani dramas
2. To examine the effects of women portrayal in Pakistani dramas on our cultural perspective.

### ***Hypotheses***

H 1: It is assumed that women are likely portrayed negative in Pakistani dramas.

H2: It is assumed that portrayal of women has influences on cultural values.

H3: It is assumed that Pakistani dramas portray women negatively.

### **Literature Review**

Tabassum (2020) argued that we can't deny the way that TV shows impact our lives according to different viewpoints. Pakistani delight stations e.g., PTV, ARY Digital and HUM TV are huge stations that broadcast diverse sensation serials tremendously influencing women and men life and expecting a phenomenal part in showing distinctive social perspectives. Thusly, to dissect the effect of performances on direct and disposition of women and men, a model size of 100 respondents including women and men was picked to analyzed the objectives of the examination. Study was driven in private sector university i.e., Foundation University Islamabad. The assessment contemplated that these referred to TV channels undoubtedly cloud our Islamic characteristics and are enabling the unprecedented number of men to isolate from women or more all portraying the negative image of women. Such substance impacting people's mentality conversely and obscuring authentic social potential gains of Pakistan.

Rahman (2012) Muslim women's lobbyist ideas and position lady's privileges are based on Orientalism. This study looks at articles about Pakistani Muslim women in Time and Newsweek from 1979 to 2002. The investigation looks at whether the two magazines depicted the struggle of Pakistani Muslim women for reform as a major movement in recent years as a particular gathering. to chip away at the piece of their sex inside the limits of their certainty for instance in mentioning change inside an Islamic construction or

as a the get-together credibility of simultaneousness among Islam and ladies' freedom? The disclosures show that they were much of the time depicted as manhandled setbacks of the 'severe' laws of Islam. The distinctive verification of Pakistani women's anxiety as a severe issue was particularly obvious. Least incorporation was given to her as the individual who is endeavoring to work for her freedom inside the setting of Islam. However, most of the incorporation was given to women in the normal picture and in this setting scarcely any reference of Islam was given.

Mishra (2015) A larger piece of people in India deliberately or accidentally will overall acknowledge that movies, or other than media when in doubt, are regularly expected to be the impression of the overall population. It has been the topic of discussion that the media truly reflect the overall population or not, doubtlessly that media sway the overall population. Considering everything, things seem to have quite recently disintegrated as time goes on. In a huge bit of the ads of late events also, a woman is either washing pieces of clothing and utensils, cooking, serving food to family members or endeavoring to help her better half to have a further developed standpoint who's around then examining a paper or encountering cold. A woman does all the family errands regardless, when she has a cerebral aggravation or spinal agony. These promotions apparently support sexism. They develop the grounded conviction that a woman ought to stay away from her own comfort and keep doing family assignments without getting worn out. The equivalent has remained legitimate for the dramatizations of earlier events and of late events. While in huge quantities of these cleaning agents, a woman has more decision power than their male accomplices, it's irrefutably difficult to go over such innumerable such families, in reality. Additionally, those women who wear current articles of clothing and show up very sure normally have terrible points than their conservative and not actually present day accomplices. My paper would highlight on the going with centers.

Ali (2012) this examination plans to see the sexual direction work portrayal in food and non-food TV ad in Pakistan, to find sex isolation (expecting to be any) and relationship of sex with different substance factors. Content assessment of picked TV plugs was used to fulfill the justification this examination. Organizations of two free coders (business graduates) were utilized to code content components for an illustration of 103 advertisements. Considering the enduring composition, seven substance factors were picked for this assessment including: basic thing customer, voiceover, fundamental individual, end comment, soundtrack level, activity level and antagonism level. The sex work portrayals in both food and non-food ads have been contemplated and inspected. There exists sex isolation in Pakistani TV notice, where folks rule more. The clarification for this wonder is depended upon to lie in well-disposed and social characteristics. This male transcendence is higher in food business when stood out from non-food notice. Results moreover favor the relationship of male individual with the fairly higher activity and hostility levels in TV advertisements. The revelations of this examination are consistent for focal individuals in advancing industry like marketing specialists and publicizing associations, for self-rule of their publicizing endeavors concerning sex work. Regardless, more huge repercussions for them is to contemplate the forces of standard social characteristics and tendencies of target swarm, for fruitful orchestrating of the ads and expecting their impact. Such data can give them a better base than study the necessity for self-rule of their publicizing endeavors, guiding them towards making more productive promotions. This examination reflects the certifiable picture of sex division in Pakistani TV promotion. It has been done up using a conspicuous way of thinking, gives interesting data to Pakistan and can be seen as a fair reference for extra examination.

Wahid (2015) this assessment is wanted to investigate the sexual direction portrayals in Pakistani TV plugs that abrupt spike sought after for Pakistani TV stations. The investigation is for the most separated substance examination, intends to take a gander at the sex depiction of male and female in Pakistani TV ads. Hence, the promotions have been solidly investigated pondering the male and female occupation portrayals, fragment focus and crucial voice over/narrators. Twenty-five ads were discretionarily browsed four general classes of family things, greatness things, media correspondences and edibles. These four thing arrangements address those TV advertisements that have been given more noticeable receptiveness

(to the extent space relegated/broadcast arrangement) on Pakistani TV stations and besides take on top ten thing class in the year 2008. The recently referenced top ten thing order list was prepared by Gallup Pakistan and got to from the Aurora purple book (Pakistani advancing magazine) circulated by Dawn social occasion of papers in 2008. (Gallup Pakistan) The assessment framework attempts to familiarize the examines with the sexual direction depiction in Pakistani TV promotions, their resemblances and differences in connection with the current composition from various countries.

Kumari (2015) it has been by and large apparent that media can expect an instrumental part in bringing social change and social change by progressing and dispersing information. The substance of media reflects the case of huge worth in any overall population. The general attitude of the overall population gets uncovered through the way in which subjects overseeing women are treated by the media. Whether or not deliberately or incidentally, the way wherein women have been portrayed in media is distorted sort of real conditions and assumptions and it has practically no relationship with the truth. The issue of concern is that it exceptionally influences lifestyle of the current adolescents as they duplicate and separate themselves with the individual showed in the substance of undertakings of printed or electronic media. The justification the assessment is to find the impression of youthful grown-ups concerning sex stereotyped portrayal of women in the media and its relationship with certified experiences. An illustration of hundred understudies in the age get-together of Seventeen to Twenty years was picked by using purposive analyzing methodology. The case of hundred understudies included fifty youngsters and fifty young women. The data collection for the current examination was embraced with the help of a self-fabricated overview. The study fuses seventy requests to move the impression of youngsters and young women having a spot with the age bundle 17 to 20 years towards sex summed up depiction of women on paper and electronic media. The quantifiable assessment of data assembled included rate, mean, standard deviation and t-test. The disclosures of the examination show that there is banality depiction of sex occupations in media and some way or another or another it develops the traditional man driven musings of sex as seen by the youngsters. Female understudies showed more noteworthy simultaneousness with regular banality depiction of women in standard work or as sex article and they felt a need of rule on the substance of media when stood out from male. Expressions: Media, portrayal, women, summed up.

Pokharel (2008) the examination reports the impression of women in isolation in various points in a male managed society. The examination was arranged as a connecting with report reliant upon model outline. The outright of two hundred women was picked discretionarily for this examination. The examination disclosures show that there is an exploitation woman in various points. Women think about partition in the social and family levels. They see more partition in the social level diverging from family level. Hitched women see more partition in flexibility, property, occupation, and guidance. Moreover, unmarried women see more isolation in movability and strategy for acting. They consider sex and standard practices as essential issue liable for isolation.

Zia (2007) in the current time frame the value of sex balance is being recognized and progressed in essentially all districts of the world. For the freedom of women in each field, money related self-governance is of head importance close by making care among them about their advantages and obligations the affirmation of their basic work and the work they do at home. The media is considered as the most remarkable and convincing mean in such way as it has the constraint of persuading and trim appraisal. The relationship of the media and the women is huge considering the way that whatever image women have in our country is influenced by media. Utilize the media for chipping away at the circumstance with women in Pakistan and uncovering their work in broad daylight new development. In this setting the current paper endeavors to highlight the situation of media and sexual direction concerning Pakistan and survey it at three levels; 1) State of women employment in media, 2) Portrayal of women in media, 3) Media coverage of gender issues. The examination moreover graphs the reasons of short interest of women in media. The review of critical composition, gatherings and general discernments avow that photos of women in media are speculation and separate accessible to be bought. Print media particularly the Urdu press has fail to respond basically to the reality of changing positions of women

however TV guides are in cycle to bit by bit moving from the traditional portrayal of women. The assessment examines that Urdu press have inclination reporting, scornful language on sexual direction issues when diverged from English press and electronic media. It moreover quickly overviews the assessments guided in west regarding western media and gets the indistinct results. Close to the end the paper moreover presented ideas for the improvement. It moreover furnishes the copies of Gender Sensitive Language Guidelines, Guidelines for Media Practitioners and Management for Portrayal of Women in Media and a Gender-Sensitive Code-of-Ethics for the Print Media in Pakistan as annexure.

## **Theoretical Framework**

The researchers apply different kind of theories in a specific situation to determine answers for the theory's assumptions. The researcher in this study has bounded his research "Portrayal of women in Pakistani Dramas" on the base of Mass communication's framing theory.

### ***Framing***

Chong and Druckman (2007) delineated and explained the framing theory as what should be showcased to the audience and how should it be showcased to the audience for the purpose to effect and inspire the mass's choice regarding the process of information. Shortly, the information's presentation in a specific frame which mold the opinions of public and the presentation of information in a specific frame that is used to mold the public opinions and to inspire and shape the preferences of the people. Goffman (1974) process and routed the theory first under the title of Frame analysis.

### ***Background of the Theory***

The concept of framing is principally related to the agenda setting's tradition. In different ways it is very closely and nearly tied to agenda setting theory. In the 70s of 20<sup>th</sup> century the concept of framing arose. Framing and agenda setting both has the purpose how to compel the public's attention toward a specific subject. But aside of agenda setting framing is a step further as it present and create frames for information. Frame referring to that concept where topics, ideas and events are shaped and showcased by the media and media role as a gatekeeper in that process.

### ***Framing Techniques***

Fairhurst and Sarr (1996) described that framing can be done through different methods some of which are as follow;

***Metaphor:*** Framing via metaphor as linking information to something else which can be proven as effective.

***Slogan, Jargon & Catchphrase:*** By using catchy and attractive phrases, slogans and jargons while framing an object can make the object relatable and impressive.

***Stories:*** Framing a topic via intense, narrative and memorable way.

***Artifact:*** Framing through those objects which have actual and true symbolic value as visual/cultural phenomenon which have much more meaning compared to the object itself.

***Spin:*** Spin is a technique of framing in which an idea is showcased in such a way that it will have a value judgment which may not be apparent instantly.

***Contrast:*** Defining something in such terms that is not in real, is contrast which can be proven helpful while framing. Framing contrast of what it is not.

### ***Assumptions of the Theory***

Tewksbury and Scheufele (2009) said that media persons select the topics of choice which should be showcased, and it is also a priority that how it should be presented. And this determines ideas and subjects regarding which public think and how they think. Audience interprets information in their own

frames which overlap or contradict media frames. The building of frames is a systematic process which apparent over time.

### ***Applications***

In this study the researchers have applied the framing theory of Mass communication to determine how women's roles are framed and then portrayed to the audience in Pakistani's Urdu drama. The main objective of the study is to find out the influence of Urdu dramas and the portrayal of the women in Urdu drama, that how public opinion regarding women role in society is molded through dramas and how media frames women in dramas.

### **Research Methodology**

Singh and Bajpai (2007) explained survey method as, "An effort to seek out the status of the phenomena which the researcher is investigating. Quantitative methodology technique was used by the researcher for this study; it was used for better understanding of feelings and attitude of the respondents. Sharma, (2017) conducted a research on "Impact of Social Media on voter's behavior in Madhya Pradesh." He used descriptive research design and survey was conducted for collection of the data. The researchers for this research used quantitative methodology and used the survey technique for the data collection.

### ***Population***

Mertens (2014) demarcated the term population as that it is a set of class, from which information is collected to examine the issue. The population of the study was the people of district Swat, because of the easily accessibility to the researchers as well as people of district Swat are more expose to media and especially to entertainment contents. The researchers for this study have picked up the population as the people of 07 Tehsils of District Swat.

### ***Sampling***

In simple words we can say that population is a whole and sample is a part of it. "A sample is a discrete portion of a statistical population whose characteristics are investigated in order to learn more about the entire population" (Webster, 1985). While dealing with films the samples would be the movies picked up for the analysis from the film industry. Researchers used random sampling for this study. Data was collected from 200 sample of district Swat.

### ***Questionnaire***

The most popular method of data collecting is the questionnaire. It's basically a set of standardised questions, sometimes called as items that are used to collect individual data on one or more specific subjects using a predefined framework. Interviews and questionnaires are commonly misunderstood. In reality, the questionnaire is a type of interview in which the conversation is guided by the wording and sequence of the questions on the instrument.

### ***Tool for Data collection***

Salvador (2017) used survey questionnaires as well as interviews for the data gathering. Interviews were recorded in video tapes for the support of information collected through the questionnaires to examine the public perception of the resident of Swat regarding portrayal of women in Pakistani Urdu dramas. The researchers used questionnaire in order to collect data to know about the perception of the people regarding portrayal of women in Pakistani Urdu dramas. Keeping the objectives and hypothesis of the study under the consideration questionnaire was developed. The questionnaire covers 25 close-ended questions including the demographic questions.

## Data Analysis

Data analysis allows us to resolve the problems. Researcher used SPSS (Statistical package for social sciences) of version 21. To confirm objectivity in the results of the research, this software is profitable. The distribution of data was done in frequencies.

### Data Analysis

Questions	Responses	F	%
Gender	Female	86	43.0
	Male	114	57.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Which Type of Media do you Frequently use for Watching Dramas	Online Media	182	91.0
	Television	18	9.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
How Many Hours do you use Media on an Average Daily Bases	Less than 1 hour	21	10.5
	1 hour	39	19.5
	2 to 3 hours	87	43.5
	More	53	26.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Do you Think Media Contents Have Power to Change Public Perceptions	Agree	140	70
	Not Agree	18	9.0
	Somehow	42	21.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To What Extant do you Watch Pakistani Dramas	Not at all	23	11.5
	Only a little	64	32.0
	To some extent	73	36.5
	Rather much	20	10.0
	Very much	20	10.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Which Type of Dramas do you Frequently Watch	Comedy	58	29.0
	Tragedy	44	22.0
	Tragicomedy	21	10.5
	Melodrama	24	12.0
	others	53	26.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
For Which Purpose do you Watch Dramas	For entertainment	133	66.5
	For learning	46	23.0
	For exposure	13	6.5
	For adaptation	2	1.0
	Others	6	3.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To Which Degree you Agree That Pakistani Dramas Portrays Women Negatively	Strongly agree	50	25.0
	Agree	61	30.5
	Neutral	67	33.5
	Disagree	19	9.5
	Strongly disagree	3	1.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Do you Agree That Pakistani Dramas Portray Strong Character of Women	Strongly agree	20	10
	Agree	78	39.0
	Neutral	49	24.5
	Disagree	46	23.0

	Strongly disagree	8	4.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Do you Expose to Media	No	42	21.0
	Somehow	47	23.5
	Yes	111	55.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To What Extant do You Agree That Representation of Women in Pakistani Dramas Influences our Cultural Perspective	Strongly agree	37	18.5
	Agree	66	33.0
	Neutral	42	21.0
	Disagree	34	17.0
	Strongly disagree	21	10.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To What Extent do you Agree that Pakistani Dramas Portrays Men Dominant as Compared to Women	Not at all	31	15.5
	Only a little	47	23.5
	To some extent	80	40.0
	Rather much	24	12.0
	Very much	18	9
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To what Extent do you Agree that Pakistani Dramas Empowers Women	Not at all	43	21.5
	Only a little	45	22.5
	To some extent	58	29.0
	Rather much	30	15.0
	Very much	24	12
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To what Extent Pakistani Dramas Influences your Practices	Not at all	66	33.0
	Only a little	61	30.5
	To some extent	50	25.0
	Rather much	11	5.5
	Very much	12	6.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To what Extent you Adopt Contents Shown in Dramas	Not at all	71	35.5
	Only a little	66	33.0
	To some extent	45	22.5
	Rather much	14	7.0
	Very much	4	2.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>
To what Extent Pakistani Dramas Influenced your Social Life	Not at all	77	38.5
	Only a little	53	26.5
	To some extent	44	22.0
	Rather much	14	7.0
	Very much	12	6.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

## Discussion & Results

Results of the study found that 91% of the respondents use online media for watching drama while 9% of them uses TV, because online media has trend over technology. The study further explored that 70% of the respondents are agreed that media contents have power to change public perceptions. Media changes public perceptions towards specific ideology. The research further founded that 36% of the respondents watch Pakistani dramas to some extant while 32% of them watches only a little.

Results of the study also disclosed that majority 29% of the students' watch comedy dramas while 22% of them watch tragedy dramas and it is further founded that 66.5% of the respondents' watch dramas for entertainment and just 23% of the students' watch dramas for learning purposes. The study also revealed that 25% respondents agreed that Pakistani dramas portrays women negatively, most of the 39% responded to queries that Pakistani dramas portray strong character of women. Results of the study further explored that 55% of the respondents exposed to media, which has lot of influences on their minds.

Results of the study revealed that 33% of the respondents agreed that representation of women in Pakistani dramas influences our cultural perspective, norms and tradition. The study also founded that 40% respondents responded to the queries that to some extent Pakistani dramas portrays men dominant as compared to women. The study further explored that 29% respondents agreed that to some extent Pakistani dramas empowers women to fight for their rights.

Results of the study explored that media has lot of influences on the behavior attitude and practices of people the result of this study further revealed that 33% of the respondents responded that Pakistani dramas influences your practices not at all. People adopts new things and ideas from media the study further founded that majority 35.5% respondents adopt contents shown in dramas not at all. Students mostly watch dramas for learning, entertainment, exposure, adaptation and other purposes which influence them in a specific way. The study found that 38.5% of the respondents responded that Pakistani drama influences their social life not at all.

### ***Hypotheses Results***

H1: It is assumed that women are likely portrayed negative in Pakistani dramas

The study confirmed the hypotheses "*It is assumed that women are likely portrayed negative in Pakistani dramas*" as 33.5% of the respondents said that women are portrayed negatively in Pakistani dramas. It is concluded that most of the respondents believed that Pakistani Urdu dramas shows men dominant as compared to women as well as majority of the respondents agreed that Pakistani dramas portray women negatively.

H2: It is assumed that portrayal of women has influences on cultural values

The research also concluded that majority of the respondents agreed that representation of women in Pakistani dramas influences our cultural perspective On the basis of results,33% it is concluded that the majority of the respondents responded that media contents has power to change public perception

H3: It is assumed that Pakistani dramas portrays women negatively

This research study also finds out that women are portray negatively in Pakistani drama. For details see Table 5.9. 25% of the respondent strongly agree with term that women are portray negative in Pakistani drams, 30% of them agree with term, 33.5% were having neutral stance while 9.5% disagree with it.

### **Conclusion**

This is being conducted to find out to find out the portrayal of women in Pakistani Urdu Dramas: Public Perception of Residents of District Swat. Quantitative methodology was a suitable method for this study, whereas, survey was conducted for data collection. On the basis of results, it is concluded that the majority of the respondents responded that media contents has power to change public perception. It is also concluded that majority of the respondents watch comedy dramas and also watch dramas for entertainment purposes.

It is also concluded that most of the respondents believed that Pakistani Urdu dramas shows men dominant as compared to women as well as majority of the respondents agreed that Pakistani dramas portray women negatively. Further it is also concluded that majority of the respondents agreed that representation of women in Pakistani dramas influences our cultural perspectives. According to result it is

also concluded that Pakistani dramas influences our practices. Pakistani dramas have lot of influences on social life and adaptation occurs not at all as shown in Pakistani dramas.

### **Recommendations**

- It is recommended Pakistani dramas should highlight social issues of women.
- It is also recommended Pakistani dramas should play role to educate women.
- It is also recommended Pakistani dramas should frame character in cultural perspectives.
- It is also recommended that Pakistani dramas should be broadcasted through online media as compared to television.

### **Acknowledgements**

None

### **Conflict of Interest**

Author has no conflict of interest.

### **Funding Source**

Author received no funding to conduct this study.

### **References**

- Ahmed, S., & Wahab, J. A. (2019). Paradox of Women Empowerment: The Representations of Women in Television Dramas in Pakistan. *International Journal of Academic research in Business and Social Sciences*, 9(10).
- Ali, A., Kumar, D., Hafeez, M. H., & Ghufuran, B. (2012). Gender role portrayal in television advertisement: Evidence from Pakistan. *Information Management and Business*.
- Asemah, E. S., Edegoh, L. O., & Ojih, E. U. (2013). Audience perception of the portrayal of women in television advertising. *Afrrev Lalingens. An International Journal of Language, Literature and Gender Studies*, 2(1), 21-37.
- Babul, H., & Niaz, B. Portrayal of Women in Pakistani Drama, An analysis of selected dramas.
- Bajwa, F., Sarwar, M. H., & Akhtar, A. (2018). Analysis of Indian Films Propaganda against Muslims and Pakistan. *Business and Social Sciences*, 9(10).
- Dabbous-Sensenig, D. (2000). Portrayal of Women Dramas in Pakistan. *Al-Raida International Journal*, 26-28.
- Fatima, A. (2019). Representations of women's role in Pakistan: A critical analysis through drama serials. *Journal of International Women's Studies*, 20(3), 3-16.
- Griffiths, V. (1984, January). Feminist research and the use of drama. *Women's Studies International Forum*, 7(6), 511-519.
- Huda, A. R., & Ali, R. A. (2015). Portrayal of women in Pakistani media. *International Journal of Academic Research and Reflection*, 3(1), 12-18.
- Ibrahim, K., Campus, R., Amin, S., & Rehman, H.R. (2019). Portrayal of Women as a Victim in Pakistani Private TV Channels: Perception of Women of Twin Cities of Pakistan. *Journal of Peace Development & Communication*, 3(2), 1-15

- Kehn, A., & Ruthig, J. C. (2013). Perceptions of gender discrimination across six decades: The moderating roles of gender and age. *Sex roles, 69*(5-6), 289-296.
- Lin, C. (1999). The portrayal of women in television advertising. *Mediated women: Representations in popular culture, 253-270.*
- Mahmood, Q. K., & Ahmad, I. (2011). Perception of sexual harassment at workplace, knowledge and attitude of working women towards Workplace Harassment Act 2010. *Social sciences review of Pakistan, 22.*
- Mehra, J. (2019). Analyzing portrayals of modern women and popular culture in television soap operas of Pakistan. *Media Watch, 10*(3), 628-644.
- Pokharel, S. (2008). Gender discrimination: Women perspectives. *Nepalese journal of development and rural studies, 5*(2), 80-87.
- Rahman, B. H. (2012). Framing of Pakistani Muslim women in international media: Muslim feminist's perspective. *American International Journal of Contemporary Research, 2*(1), 106-113.
- Raza, S. H., & Noor, S. (2016). *Portrayal of Women in National and International Advertisements in Pakistani Magazines: Why Need to Rethink.*
- Roy, S. S. (2012). Portrayal of women in Indian media in the era of neo-liberal economy. *Global Media Journal: Indian Edition, 3*(1).
- Safdar, G., Khan, A. W., Chaudhary, M. U. (2016). Adoption of Information Technology and its impact on electronic media. *Specialty Journal of Electronic and Computer Science, 2*(1), 15-21.
- Safdar, G., Shabir, G., Imran, M., Seyal, A.M., Jamil, T. (2015). Television as a Source of Low Cost Entertainment: A Case Study of Pakistan. *Asian Journal of Social Sciences and Humanities, 4*(1), 24-29.
- Shabir, G., Ghous, S., Safdar, G. (2017). Violation of Consumer Rights by Electronic Media Through Advertisements. *New Media and Mass Communication, 57*, 35-39.
- Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015). Media Ethics: Choosing the Right Way to Serve. *Research on Humanities and Social Sciences, 5*(3), 80-85.
- Shabir, G., Safdar, G., Imran, M. (2013). Cultural Effects of Urdu Dramas of GEO and HUM TV on women: A Case Study of Bahawalpur, Pakistan. *The Women: Annual Research Journal of Women Studies, 5*, 102-120.
- Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences, 6*(1S1), 588-593.
- Shabir, G., Safdar, G., Jamil, T., Bano, S. (2015). Mass Media, Communication and Globalization with the perspective of 21<sup>st</sup> century. *New Media and Mass Communication, 34*, 11-15.
- Shahwar, D. (2013). A study of audience perception about the portrayal of women in advertisement of Pakistani electronic media. *J. Glob. & Sci. Issues, 1*(2), 15-26.
- Tabassum, I., & Amin, S. (2020). Portrayal of Women in Pakistani Dramas and its Impact on Pakistani Society and Culture. *Human Nature Journal of Social Sciences, 1*(1), 22-30.
- Wahid, S., Muhammad, A. F., & Burfat, F. M. (2015). Gender Portrayals in Pakistani Television Commercials. *Pakistan Journal of Gender Studies, 10*(1), 249-266.
- Waluyo, B., Purwasito, A., & Wardo, S. S. (2021). Women's Resistance in Indonesian Drama: A Gender Study. *Psychology and Education Journal, 58*(2), 4693-4701.

- Weldes, J. (1999). Going cultural: Star Trek, state action, and popular culture. *Millennium*, 28(1), 117-134.
- Zia, A. (2007). Media and gender: Pakistani perspective. *In 16th AMIC Annual Conference June* (pp. 25-28).