

# Impact of Pakistani TV Dramas Highlighting Child Molestation on the Perception of Youth

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## ABSTRACT

**Aim of the Study:** This study aimed to look out the impact of Pakistani dramas highlighting child molestation on the perception of youth. This study specifically focuses on the youth and their perception regarding child molestation and also analyzes the role of drama industry by highlighting this social issue.

**Methodology:** Survey method applied on this study and questionnaire based on Likert scale was distributed among (N=250) respondents of different universities of Lahore.

**Findings:** Study revealed that people are agreed that Pakistani dramas based on child molestation are creating awareness among youth and more dramas should made on this issue.

**Conclusion:** Study concluded that this awareness and dramas based on child molestation are not caused of fear among the youth in Pakistan.

**Keywords:** TV Dramas, Child Molestation, Perception of Youth.

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## Introduction

The purpose of this research study is to examine the impact of Pakistani dramas highlighting child molestation in creating awareness among youth and also analyze the impact of these kinds of dramas on the perception and thinking of youth of Lahore. We are living in a digital era and in this environment the most important and necessary tool of human's life is media. Now a day's people are so much influenced by media in their life. We cannot underestimate the human's wisdom but if we observe the behavior and social change of humans in these days then we force to say that media is a great power, it can change the behaviors, perspectives and sometimes even the culture of the societies. It has become the most important medium which provides information, entertainment and awareness. Whatever the media shows on television it affects on a large number of people in a positive or negative way. Media portrayal different things on screens and then people observe and adopt these things according to their mind. In Pakistan television dramas are considered a large industry, which gives people entertainment as well as awareness and somehow highlighted the awful major issues of the knock and corner of the country. It is also shaping the thoughts of laymen. The one major issue that highlighted in Pakistani dramas in these days is child molestation.

Child abuse that involves an adult or older adolescent using a child for sexual stimulation is known as child molestation, sometimes known as child sexual abuse or child sensual assault. Child grooming or using a child to create child pornography are examples of forms of child sexual abuse. Other forms include engaging in sexual activity with a child (whether through asking, pressuring, or other means), indecent exposure (of the genitalia, female nipples, etc.), and child exposure (Martin, Anderson, Romans. 1993).

Child abuse can take place everywhere, whether at home, school, or the workplace (in those places where child labour is common). One of the most common and severe kinds of child molestation is child marriage, which, according to UNICEF, "represents possibly the most pervasive form of sexual abuse and exploitation of females." The consequences of child molestation might include, among other things, physical harm to the child as well as depression, post-traumatic stress disorder, anxiety, and complicated post-traumatic stress disorder. Family incest, which includes sexual abuse, can cause more severe and lasting psychological trauma, particularly when it involves parents (Courtois, Christine, 1988).

In Pakistan talking about sexual abuse is not common. People feel ashamed and shy to talk about sex, sexual abuse and sex education. Providing sex education in Pakistan faced different kinds of taboos and hurdles. As we are living in modern era but people feel fear to talk about sensual assault. In Pakistan child sensual assault is not common and people do not talk about it but with the passage of time different incidents happened which made people realize that this issue must be considered. As media plays vital role in highlighting this issue (CSA) in our country. Television news coverage on Kasure issue hit the people very hard and they think about the protection of their children.

Drama industry of Pakistan is very powerful and has great impact on audience. Drama provides three things to its viewers; entertainment, awareness and build opinion. People adopt different things after watching a drama and build an opinion on some issue that portraying on their television screens. In Pakistan now drama industry is highlighting child molestation in their content and from last few years different entertainment channels of Pakistan like "HUM TV", "ARY DIGITAL" and "GEO ENTERTAINMENT" etc. are telecasting such dramas which are based on our social issues.

### ***Rational of the Study***

Child molestation is very important social issue of our society. People should understand that how much is important to protect their child and give them proper education about good or bad touch. Pakistani Drama industry is highlighting this issue on a very serious note. But on the other hand, portrayal of child molestation in Pakistani drama is very controversial.

### ***Rational for Selecting Pakistani TV Dramas***

This study is based on the impact of Pakistani dramas that highlighted child molestation on youth of Lahore. The rational for selecting Pakistani dramas is that people in this country watch dramas on the daily bases. The drama industry of Pakistan has high viewership than film industry, it is considered as a biggest medium of all time. People watch dramas for the sake of entertainment but on the other hand they build their perceptions and opinions towards some issue that highlighted in the drama because now a day's our drama industry is trying to produce such dramas which are not for only entertainment but also raise some important issues. The other main reason behind selecting Pakistani dramas is that media plays a very major role in our life, it builds our perceptions and opinions so the researcher also wants to explore the role of media in cultivating child molestation.

### ***Rational for selecting Meri Gudya, Hewaan, Muqabil & Udarri***

For this study the researcher chose three popular Pakistani dramas that totally based on child molestation and the names of the dramas are Meri Gudya, Muqabil, Hewaan and Udarri. High ratings and huge viewership are the main reasons for selecting these dramas.

### ***Rational for Selecting Child Molestation***

Child Molestation is most hyped and serious issue in the whole world and it's our necessity to talk about this issue and educate our kids in a proper way. So rational for selecting this topic is the researcher wants to examine that how much our drama industry is cultivating this issue and in what extent child molestation should be debate.

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

Child molestation is a very important social issue of our society which needs to be highlighted in a strong and actual way in our mass media. In this study the researcher wants to analyze the impact of Pakistani dramas that highlighted child molestation on youth of Lahore. This study is important because in past times different researchers conducted studies on child molestation that based on print media, news packages and movies. Before that detailed study on the impact of Pakistani dramas that highlighted child molestation on youth has not been done. That's why the researcher wants to play her part and analyze the impact of such dramas on youth by the help of survey method. The researcher also wants to check the role of the media specially drama industry in highlighting social issues of our society. To what extent our drama industry is fulfill their duty and producing good dramas that cultivate our social issues in a right way.

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

In Pakistan child molestation is a very sensitive issue and it's increasing day by day in our society. Pakistani dramas are highlighting this issue on a serious note and almost every channel is telecasting dramas on this issue. The purpose behind this study is to check the impact of Pakistani dramas highlighting child molestation on youth of Lahore. The researcher wants to explore the impact of such dramas on the psyche of youth that after watching such drama which show child molestation what kind of perceptions and opinions they build about their society and this is the problem statement of this research work. Media is very much important in our daily lives and it has great impact on public. The other purpose behind this study is to analyze that how media is playing its role to talk about the social issues of our society. For this purpose the researcher chose three Pakistani dramas of different channels and did survey methodology to understand that how media is cultivating child molestation in dramas and its impact on the perceptions and opinions of youth. Names of the dramas are Udari, Meri Guriya, and Hewaan.

### ***Study Objectives***

- 1) To understand the effectiveness of such dramas in creating awareness about child molestation.
- 2) To analyze the impact of dramas based on child molestation on the perception of youth.
- 3) To find out whether these dramas are promoting fear among youth.

### ***Hypotheses***

**H<sub>1</sub>:** Pakistani dramas that based on child molestation are creating awareness among youth.

**H<sub>2</sub>:** Pakistani dramas that based on child molestation are promoting fear among youth.

### ***Research Questions***

- 1) Does Pakistani dramas based on child molestation creating awareness among youth?
- 2) Does Pakistani dramas based on child molestation promoting fear among youth?
- 3) How Pakistani dramas are highlighting child molestation?
- 4) What perception does youth have about child molestation?

## Literature Review

Dramas have a higher influence on viewers' perception and minds, according to Juni et al. (2014). Investigating the "Impact of PTV Prime Time Dramas on Rural Culture in District Layyah" is the goal of this project. The survey method was employed in the study to gather data. Using a convenience and purposive sampling technique, 308 respondents were selected from the rural parts of district Layyah, with 154 men and 154 women making up the sample. The results demonstrate that the majority of respondents watch PTV prime time dramas to satisfy their entertainment demands and that they imitate the mannerism and way of life shown in the dramas, which has a significant impact on their cultural patterns. The majority of fans favour PTV dramas over other shows and watch them more frequently. They are more affected by contemporary clothes and living. The majority of viewers believe that mixing, drinking, eating, singing, dancing, and shaking hands are how new cultural trends in PTV dramas are presented. In a similar vein, viewers favour engaging in these environments in their daily lives. Additionally, viewers believe that the contemporary attire utilised in PTV's prime-time dramas has a significant impact on the local rural culture. On the other side, audiences overwhelmingly favour to accept new cultural trends that are respectively introduced in PTV prime time dramas. The results show that PTV's prime time dramas have an impact on native cultural trends like as language, dress, lifestyle, festivals, music, and eating habits.

Since Pakistan's debut to television in 1964, Kothari (2006) has noted in his research on Pakistani dramas, Urdu drama serials have gained enormous appeal. The domestic setting and address of television, however, exacerbate and confuse the relationship between the private and the public—exactly the fault line that gives patriarchal Islamism such worry over women. The production, consumption, and textuality of Urdu drama serials in the 1980s and 1990s are the main topics of this article.

In his article, Malik (2017) discussed the value of Pakistani dramas and how popular they are with young people. He claims that drama is a significant component of Pakistani media. Young people are going to enjoy watching Pakistani dramas; you might even claim that there is currently a drama cult in Pakistan. Everywhere, whether in the home, the market, the public space, the school, the college, or the university, it seems that everyone is ready to discuss drama or to offer their opinions on the newest plays produced in Pakistan. Story and acting were primarily the two topics to discuss in the early history of Pakistani drama, but today, in the current age, there have been numerous changes made to Pakistani dramas since 2000. Modern methods of communication, including westernised lifestyles, clothing, behaviour, and even language, are becoming increasingly important. Because of this, Pakistani dramas are a contentious topic among people of all ages.

In this study, Hetsroni (2006) suggests a new method for cultivating crops based on television viewing measurements and the correlation between TV-world estimates and real-world estimates as they are examined in relation to three topics: the prevalence of crime, the proportion of violent crimes, and the number of elderly people.

In this study, Till (2016) came to the conclusion that viewers' perceptions of reality can be distorted as a result of skewed representations of reality on television. In this survey, 322 Austrians provided information on their weekly television viewing habits and whether they still believed that Austrians were still subject to the death penalty, which had been abolished since 1968. Even after adjusting for the participants' age and education, the more television participants watched, the more likely it was that they believed there was or recently had been a death penalty in Austria. It appears that television has the power to affect how viewers perceive and are informed about fundamental facets of society.

Aslam (2015) wrote in his article that although women typically view watching these dramas as a pleasant past time and that they are a popular form of entertainment, there is a significant resistance to the socio-ethical values that are portrayed in these dramas. This resistance is a result of our strong cultural and ethical traditions as well as our strong marriage and family institutions, which offer a significant barrier to such cultural intrusions.

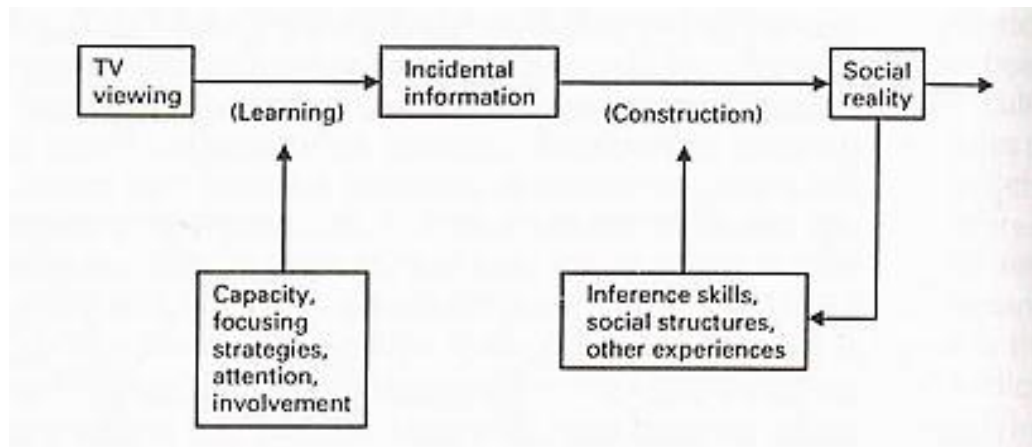
Furman (2000) concluded in his study that television alter the way in which children behave, the medium influence on the play.

## **Theoretical Framework**

### ***Cultivation Theory***

In its most basic version, the cultivation theory contends that viewers' perceptions of social reality are shaped, or "cultivated," by television. Individuals' perceptions of social reality, and eventually our culture as a whole, are subtly shaped by the cumulative influence of viewers' extensive television exposure over time. According to Gerbner, a culture's attitudes and values are fostered through the mass media, which upholds and spreads these values among its members, tying the culture together. He has suggested that media often promotes moderate political viewpoints. This effect was dubbed "mainstreaming" by Gerbner. Theorists of cultivation make a distinction between "first order" impacts (generic conceptions of reality, such as the prevalence of violence) and "second order" effects (specific attitudes, such as to law and order or to personal safety). Additionally, there is a differentiation between the heavy watchers and the light viewers of television. The target audience is "heavy viewers." People who watch more television are likely to be more impacted by the ways in which television shows present the world than people who watch less television, particularly when it comes to subjects with which the viewer has limited first-hand knowledge. Information sources may be more plentiful for light viewers than for heavy viewers. "Resonance" refers to the audience's enhanced reaction when what they see on television matches an experience they have had in real life. The cultivation effect is often amplified by this twofold dose of the television message.

Figure 1: *The concept of cultivation theory*



### ***Application of Theory***

Cultivation theory is applicable on this research topic. Cultivation theory says that television can change people concepts, beliefs and attitude towards social realities. TV is a great communication medium and it is having a direct and immediate effect on the viewers. TV dramas are part of our daily lives and they have a greater impact on the beliefs and attitude of the viewers, so when our dramas highlighting some social issue people get attach and accept the things in their reality. On the whole TV dramas when highlighted child molestation it has a strong impact on the perceptions of youth.

## **Methodology**

### ***Research Design***

To conduct this research study, the researchers adopted quantitative research method to measure the topic of concern. Quantitative research focuses on collecting numerical data and using it to understand a specific event or generalize it across groups of individuals. Finding the relationship between one thing an independent variable and another, a dependent or outcome variable within a population is the aim of performing a quantitative research study.

### ***Survey***

An investigation of a certain group of people's thoughts, behaviour, etc. is known as a survey, and it is often conducted by asking them questions and looking at and recording the measurements, features, etc. To determine the impact of Pakistani dramas highlighting child molestation on the perception of youth, the survey was conducted with Pakistani youth. The survey contained close-ended questions to find out the impact of such dramas on the perception of youth.

### ***Population***

The term "research population" also refers to a well-defined group of people or things that are recognised to share common traits. Typically, every person or thing within a population shares some sort of unifying quality. Students from Lahore city's universities and colleges make up the population of this study.

### ***Sampling***

Sample can be defined as, "it is the representation of entire population. Basically, sample is the subset of population" (Wimmer, 2003). Due to researchers' limitations, the sample selected in this case of research was (N=250) students.

### ***Unit of Analysis***

Opinions of students that watch Pakistani TV dramas based on child molestation.

### ***Sampling Method***

Sampling method is the set of techniques used to draw sample from a population for a survey. As this study based upon on survey, this study used the non-probability sampling method of convenience sampling.

### ***Purposive Sampling***

Judgmental, selective, or subjective sampling are terms used to describe a purposeful sampling. A non-probability sampling technique called "purposeful sampling" selects participants from the total population based on judgement and purpose. The research's sample was chosen based on the availability of college and university students who had seen dramas with a child molestation theme.

### ***Sample Size***

In any statistical context, such as a scientific experiment or a survey of the general public, sample size is the total number of individual samples or observations. Although it is a very simple idea, selecting the right sample size is crucial for a research project. A sample that is too tiny will produce erroneous results, while a sample that is too large will take up a lot of time and resources. Due to the restrictions of the researchers, a sample of 250 conveniently reachable students was chosen for this study.

### ***Independent Variable***

Pakistani Dramas based on child molestation.

### ***Dependent Variable***

Youth (College and University students) of Lahore, Pakistan.

### ***Conceptualization***

The process of developing and defining concepts is known as conceptualization. In other words, coming up with exact linguistic definitions and using words and examples to make sense of concepts (Sequeira, 2014). Below are the conceptual definitions of the dependent and independent variables used in this study;

**Impact:** In this research work the meaning of the impact is related to the dramas that how much they hold the public's mind, impression or effect people get from dramas.

**Child Molestation:** In this research work conceptual definition of child molestation is those children who are sexually and physically contact on and their imaging or portraying on television dramas.

### ***Operationalization***

Operationalization is the process of converting variables into precisely quantifiable elements. The procedure defines fuzzy notions and makes it possible to quantify and objectively measure them (Martyn shuttleworth, 2008). Below are the operational definitions of the dependent and independent variables used in this study;

**Impact:** The force of impression of one thing on another: a significant or major effect.

**Highlighting:** To throw a strong light on.

**Child:** All children that lie under age group start from 1 to 18.

**Molestation:** To force physical and usually sexual contact on.

**Perception:** A mental image or a capacity for comprehension.

### **Results**

The researchers used survey, a quantitative research method to gather data in order to obtain in order to obtain numerical and factual findings. In the light of survey conducted under study, the following results were gathered and chalked out as the findings.

Table 1: *Demographics Characteristics and TV dramas exposure regarding child molestation of selected sample*

Sr. No.	Demographics Variables	Responses	Percentage
1	Gender	Male	23.2
		Female	76.8
2	Age	15-20	15.2
		21-25	76.0
		26-30	8.8
3		1-2	69.2
	Time consume in TV watching	2-3	23.6
		3-4	5.2
		More than 4 hours	2.0
4	Drama watching habit	Yes	69.6
		No	2.0

5	Paying Attention while Watching Dramas	Mostly	6.8
		Rarely	21.2
		Full	25.6
		Medium	52.0
		Light	18.8
6	Favourite Drama	Never	2.8
		Udari	79.2
		Muqabil	22.8
		Meri Gudiya	26.4
7	Know about child molestation	Hewaan	27.6
		Yes	84.0
		No	7.2
		Neutral	8.8

According to table 1, 23.2% respondents were male and 76.8% respondents were female in the sample size. 76% of the respondents are from 21-25 years of age group, 15.2% are from 15-20 years of age group and 8.8% are belong to 26-30 years of age groups. About answer of the question “How much time do you spend on watching TV dramas” majority of the respondents 69.2% spending time on watching TV dramas from 1-2 hours, 23.6% respondents spending time on watching TV dramas from 2-3 hours, 5.2% respondents spending 3-4 hours on watching TV dramas and only 2% respondents spending more than 4 hours on watching TV dramas. About the answer of the question, “Do you watch Pakistani TV dramas” majority of the respondents 69.6% are in the category yes that means they watch Pakistani TV dramas, 21.2% are rarely watch Pakistani TV dramas, 6.8% mostly watch Pakistani TV dramas and only 2% are in the category No that means they have no watching habits of Pakistani TV dramas. About answer of the question, “How much attention do you pay in watching Pakistani TV dramas” majority of the respondents 52% watch Pakistani TV dramas with medium attention, 25.6% respondents pay full attention, 18.8% respondents pay light attention and only 2.8% respondents pay no attention while watching Pakistani TV dramas. About answer of the question, “Did you watch any of the following drama” majority respondents almost 79.2% watched drama serial udaari, 27.6% respondents watched drama serial hewaan, 26.4% respondents watched drama serial meri gudya and 22.8% respondents watched drama serial muqqabil. Whereas, answer of the question, “Do you know about child molestation” majority of the respondents 84% know about child molestation, 8.8% respondents being neutral in this question and 7.2% respondents do not know about child molestation.

Table 2: *Exposure towards dramas about child molestation and responses of respondents.*

Sr. No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Child molestation is a social taboo	38.0	41.1	15.2	2.4	2.1
2	Pakistani dramas representing child molestation	20.5	35.0	30.8	11.1	3.6
3	Child molestation should be presented in Pakistani dramas	13.2	39.2	25.2	16.0	6.4
4	Content of Child Molestation in Pakistani dramas is appropriate	10.1	35.9	24.0	14.8	14.2
5	Pakistani dramas are showing true stories of Child Molestation	11.1	40.1	23.6	11.2	13.0
6	Pakistani dramas are justifying the victim’s characterization of Child	12.0	38.0	13.2	20.0	12.8



	Molestation					
7	Pakistani dramas are showing actual face of pedophile	12.2	32.2	16.4	24.8	14.2
8	Such dramas only focusing on pedophile characters	7.2	25.2	32.0	24.0	10.8
9	Relating daily events with Child Molestation dramas	21.3	30.3	27.2	9.6	11.2
10	After watching such dramas do you feel fear about your society	12.0	42.0	10.4	3.6	31.6
11	Conservative towards society	12.2	30.2	23.6	14.8	18.8
12	Do these dramas provide you authentic precautionary information regarding child molestation	5.0	41.0	22.8	16.4	13.8
13	Perception regarding child molestation is changed	12.2	37.2	30.2	11.6	8.8
14	Changes should be needed in portraying Child Molestation in dramas	14.4	34.4	28.8	6.8	15.6
15	Production team of such dramas should censored sensitive scenes	12.0	42.8	10.0	16.0	19.2
16	Sensitive scenes give awareness regarding Child Molestation	22.3	30.3	21.6	9.2	17.2
17	Sensitive scenes develop fear	18.0	45.2	12.4	12.0	12.0
18	Child Molestation should be more highlighted in our dramas	17.3	43.2	10.6	9.6	19.6
19	Portrayal of Child Molestation in Pakistani dramas is good enough	16.2	41.6	20.2	11.6	10.4

### ***Hypothesis Test***

Hypotheses test is very much necessary for the research work because it helps to identify the better possible result and conclude our research dimension. CHE- SQUIRE test is applied on the hypotheses of this research work.

### ***Chi-Square Tests***

**H<sub>1</sub>:** Pakistani dramas that based on child molestation are creating awareness among youth

Level of Significance:

$$\alpha=5\%$$

Test Statistics:

$$H = \chi^2 = \sum \frac{(O - E)^2}{E}$$

Table 3: *Results of hypothesis 1*

Do you watch Pakistani dramas?	Do these sensitive scenes in dramas give you awareness regarding child molestation?				Total
	Agree	Disagree	Neutral	Strongly agree	
Mostly	11	0	2	4	17
No	1	0	4	0	5
Rarely	23	8	16	6	53
Yes	94	15	32	33	174
Total	129	23	54	43	250

$P = .000$ ,  $df = 16$ ,  $X^2 = 2.7042$

As the calculated value of p is less than .05 hence  $H_1$  supported and conclude that Pakistani dramas that based on child molestation are creating awareness among youth. Association between awareness and Pakistani dramas based on child molestation is present.

**$H_2$ :** Pakistani dramas that based on child molestation are promoting fear among youth

Level of Significance:

$$\alpha = 5\%$$

Test Statistics:

$$H = x^2 = \sum \frac{(O - E)^2}{E}$$

Table 4: *Results of hypothesis 2*

Do you watch Pakistani dramas?	After watching sensitive scenes in dramas regarding child molestation do you feel fear in your self				Total
	Agree	Disagree	Neutral	Strongly agree	
Mostly	7	2	2	6	17
No	0	0	4	1	5
Rarely	20	7	16	10	53
Yes	85	21	29	38	174
Total	113	30	51	55	250

$P = .202$ ,  $df = 16$ ,  $X^2 = 20.417$

### ***Hypotheses Results***

As the calculated value of p is more than .05% hence  $H_2$  not supported and conclude that there is somehow association between fear and Pakistani dramas based on child molestation is present but the overall result and test results conclude that Pakistani dramas based on child molestation are not promoting fear among youth. As per results of applied test, from hypothesis one  $H_1$  “Pakistani dramas that based on child molestation are creating awareness among youth” is supported. From hypothesis two,  $H_2$  is not supported.

### **Discussion**

Media is the forth pillar of the state, so it is the keen duty of media to develop, create and promote those things which are necessary to talk and people get aware from the social taboos of their society. In Pakistan television drama industry holds the great viewership among all other media and people adopt so

many things from them. Television drama industry is responsible to promote and create that content which are good for our society and if they portraying some social issue then it must be at that level where viewers get benefit and aware from the issue. This research has designed to study the impact of Pakistani dramas highlighting child molestation on the perception of youth. The analytical study of the findings shows that Pakistani dramas are more famous among girls as compare to boys because most of the male respondents terminate the survey because they do not watch TV dramas. In this analytical study 76.8% respondents are females and 23.2% respondents are males.

Findings show that almost 69.6% respondents have Pakistani TV drama watching habit, which means Pakistani TV dramas are popular among youth because only 2% respondents have not watch Pakistani TV dramas. 69.2% respondents spend 1-2 hours on watching TV dramas and also some respondents spend 2-3 hours, 3-4 hours and some spend more than 4 hours. Pakistani TV dramas are famous among youth. 47.6% respondents watch Pakistani TV dramas for the sake of entertainment and some 21.6% respondents watch due to great concepts and some 30% majority falls under time pass category, which means whatever the reason behind but people watch Pakistani TV dramas.

According to the respondents Udari is the most watched drama by the viewers; almost 79.2% respondents watched Udari and other dramas that based on child molestation are somehow famous but Udari is leading among them all. Hewaan is the second most watched drama according to the respondent's answers.

Pakistani TV dramas are very popular in our society and people adopt different things from them. Now these dramas want to create awareness about different social issues and most important issue now a day's is child molestation. According to the test applied it can easily seen that many respondents are agree that dramas based on child molestation are creating awareness and people get awareness and knowledge from the sensitive sense of these dramas.

Although some respondents are agree that such dramas that based on child molestation are creating fear and they feel conservative towards their society, but when test applied the results are in the favor of Pakistani dramas that they creating awareness regarding child molestation.

43.2% respondents feel child molestation is a social taboo and 44% are agree that Pakistani dramas representing child molestation in a actual way.

After all the discussions on this research topic and keeping in view the hypothesis results. Results are in the favor of Pakistani dramas. Pakistani dramas that based on child molestation are creating awareness among youth and H1 is selected, on the other side H0 is selected from hypothesis two that dramas based on child molestation are not promoting fear among youth. Moreover, some respondents are agree with the fear factor but overall results are in favor of awareness.

**RQ 1:** Does Pakistani dramas based on child molestation creating awareness among youth?

According to the findings and hypothesis results the answer of this question is clear enough that youth get aware from Pakistani dramas that based on child molestation. Mostly respondents are agreeing and in the favor of these dramas. Researcher asked different questions in the survey regarding dramas and awareness on child molestation by the dramas, a huge number of respondents are in favor of these dramas that drama industry should make more dramas on this social issue. A great number of respondents agree that sensitive scenes in dramas give awareness regarding child molestation. So, this question is clearly justified by the findings and results (see chapter 5 for results).

**RQ 2:** Does Pakistani dramas based on child molestation promoting fear among youth?

Well whatever we see on TV we have some kind of effect of those things on our mind. Effects or impact of dramas are both positive and negative, some people when watch a drama they perceive some positivity and learn good things which help them in their daily life. On the other side if some serious thing is portraying on the TV screens, then those people who face same things in their daily lives as shown on the

TV screens get negative impact and feel fear in their self. The researcher wanted to check that does the dramas based on child molestation promoting fear among youth or not. The findings and results are not in favor of the fear factor but some respondents agree that sensitive scenes in dramas promoting fear and they feel conservative towards their society. But overall result is that such dramas are not promoting fear among youth.

**RQ 3: How Pakistani dramas are highlighting child molestation?**

As researcher mentioned in above chapters that dramas in Pakistan hold greater impact on viewer's mind and cultivation theory that applied on this study also proves that if we watch something on TV it has impact on our minds.

According to the findings and results the answer of this question that how Pakistani dramas highlighting child molestation is vary in positive as well as in negative category. Some respondents think that Pakistani dramas that based on child molestation are justifying the victim's characterization in the drama. On the other hand a large amount of respondents are agree that such dramas that based on child molestation are only focusing on pedophile characters and story revolves around only one character (see chapter 5 for findings). Although some respondents agree that changes should be needed in portraying child molestation in TV dramas. A huge amount of respondents are agree that content of such dramas are appropriate for the viewers, so overall drama industry is doing good in portraying social issues.

**RQ 4: What perception does youth have about child molestation?**

Youth are the most important and energetic part of any state. The young blood think, observe and understand very differently. They have new ideas, new reforms because they have the power of change. In recent times Pakistani society is facing different social issues and child molestation is one of them that should be highlighted in actual ways. This study is totally based on the youth and their perception of perceiving dramas that based on child molestation.

The overall results and findings shows that youth of Pakistan know about child molestation and they considered it as social taboo for our society. Although they are in favor of dramas and want more content regarding child molestation but in actual way and dramas should portray true stories of the victims.

**Conclusion**

Current research study eventually set out to look the impact of Pakistani dramas highlighting child molestation on the perception of youth. As examined Pakistani dramas are very popular among public. In other countries film industries have greater impact on public but in Pakistan drama industry hold up the great viewership. When dramas show social issues on TV screens then people get a lot of impact from it.

Study concluded that people are agreed that Pakistani dramas based on child molestation are creating awareness among youth and more dramas should made on this issue. Furthermore, study concluded that this awareness and dramas based on child molestation are not caused of fear among the youth in Pakistan.

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