

# Effects of Religious Programs on Women of Bahawalpur

Hina Iqbal<sup>1</sup> 

<sup>1</sup>Mphil Scholar, Department of Media Studies, The Islamia University of Bahawalpur.

Correspondence: [hinaiqbal.1988@gmail.com](mailto:hinaiqbal.1988@gmail.com)<sup>1</sup>

## ABSTRACT

**Aim of the Study:** Pakistan is Muslim country and its birth was based on the concept of Islamic religion. Religion is set of beliefs that people follow to live their lives. The core purpose of current study was to know about the effects of religious television programs on women.

**Methodology:** Study was conceptual related with “Cultivation Theory”. Methodology of research was survey and data collected from (N=400) female respondents of Bahawalpur Pakistan about effects TV religious programs on their lives. Data was collected using avail and convenient (non-probability) sampling technique.

**Findings:** Findings of the study showed that aged women specially married women give sufficient time to the religious programs.

**Conclusion:** The study concluded that women are heavy viewers of religious programs and adaptation of religious values is significant impact on female especially married housewives.

**Keywords:** Religious Programs, Women, TV Effects.

## Article History

Received:  
July 27, 2022

Revised:  
December 3, 2022

Accepted:  
December 21, 2022

Published:  
December 30, 2022

## Introduction

In this era, communication has become very fast and this fast communication is possible with the help of electronic media. Electronic media work with information technology that can cover the large scale with high-speed communication links. Electronic media providing variety of contents like Fashion programs, Talk shows, Sports, Religious programs, Current affairs, Game shows, Drama serials, Business programs, Music programs etc. (Shabir et al., 2015b). Most favorite programs among women include Fashion, dramas, and Talk shows (Safdar & Khan, 2018). Hence, we suppose that Islamic programs are also very famous among women.

The concept of Islam is different and dominant among all other religions in the world. Our Prophet Muhammad (S.A.W.A) has told us about the importance of Islam 14 hundred years ago. Being a part of Islamic state it's the responsibility of media to perform its duty according to the Islamic values. That's why researchers evaluate the effects and viewership of Islamic programs in this study.

Television is major source of information in modern age and has made its place everywhere. In homes, females are heavy viewers of television especially married housewives as they spend all the time at homes

(Safdar et al., 2015). After marriage, every woman feels sense of responsibility as good wife and mother. Being Muslim, every mother tries to educate their puppet on Islamic values. In this way, television is important tool to get Islamic lectures as many religious channels are working in Pakistan to highlight Islamic values among the Muslims. Television is hybrid media of audio and visual representation of any event and issue. It is contemporary media of present age for disseminating information at large scale (Condry, 1989, Safdar et al. 2018).

Women are important part of our society. A well-mannered woman is essential to run home successfully. Islam is complete religion that gave the lesson of peace and key to success in lives and after death. Current research deals with televisions religious programs effects on women as women watch television programs more seriously as compare to men (Shabir & Safdar 2014; Shabir et al. 2015a).

Women are the main subject in this research because they spend lot of time in front of television. Women are the main part of the society they have to grow up new generation. They have to guide their children. Women become more socialized when they exposed towards Islam.

## **Religious Programs in Pakistan**

### ***Roshni Sab Kay Liay (QTV)***

This religious program telecast live through ARY (QTV). As the name suggest, it is a Islamic program that cover the vast range of topics related to Islamic thoughts, Quran, Hadis and Sunnah. The basic purpose of this program is to gather Mufties, Ulmas and Scholars under one umbrella. This program is telecast every week from Monday to Thursday at 10 p.m and the host of this program is Raees Ahmad.

### ***Dars-E-Bukhari Shareef (ARY QTV)***

This Islamic program is also telecast from ARY (QTV) plate form and the basic aim of this program is to deliver the lecture on Hadis (Sahih Bukhari). The duration of this program is 30 minutes long. This is a lecture base program. This program is telecast from Thursday to Sunday 5.30 p.m and the host of this program is Mufti Muhammad Akmal who explains different Hadis of Sahih Bukhari.

### ***Kitab-O-Qalam (ARY QTV)***

This is also Islamic program in which discussion is done about different Islamic books and their authors. This program is broadcast on Monday to Wednesday at 2 p.m and the duration of this program is 40 minutes. In this programs different Islamic scholars discuss about different Islamic books.

### ***Qiraat (Peace TV)***

In this program, different Qaris recite the Holy Quran in their beautiful voices. Qiraat is way of reciting Holy Quran according to the rules of Arabic language i.e “Tajweed”. In this program, the Qaris from all over the world, recite the verses of Holy Quran in “Tarteel” (slow measured recitation) and “Hadr” (fast measured recitation) by controlling their breath. This program telecast on Monday on 11.30.

### ***Rab Ka Nizam (Peace TV)***

Allah has send men to earth as representatives so that they live life according to the order of Allah. Allah has told the limits and men are bound to follow them for their success in life and after death. Dr. Israr Ahmad’s interviews and talks are delivering on the supremacy of Allah. The duration of this program is 30 minutes and this program is telecast on Sunday 11.00 p.m.

### ***Zikr-E-Quran (Peace TV)***

Quran is book of guidance and inspiration for the whole world and revealed 1400 hundred years ago. Holy Quran is a gift for men from Allah. It is a book direction. It is necessary for the whole mankind to understand the Quran that what Quran says. Our Prophet Muhammad (PBUH) said “The best among the Muslims are those who learn the Quran and teach it to others” (Sahih Al-Bukhari Vol.6, Hadith No.5027).

### ***Qutab Online (Samaa TV)***

It is also Islamic channel. In this program, more than 150 Qari's recite the Quran in their melodious voices. Religious and philosophical content combination is made in this program. In this program, the philosophy of Islam is highlighted. Bilal Qutab speak on the problem of individuals and society. During the program, live call segment is also conducted so that people could ask different questions regarding Islamic contents. This timing of this program is 10 a.m. Saturday and Sunday.

### ***Objectives of Study***

- 1) To ascertain that how much women are religiously aware
- 2) To find out how much women are motivated while watching religious show.
- 3) To explore how religious channels portraying Islam in the world.
- 4) How these channels promote religious culture in society, especially in women.
- 5) To know as which TV religious program is more popular among women.
- 6) To find out which TV channel programs are more tilted towards religious culture.

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

Women are important part of our society. Women have identity in society as mother, sister, wife and daughter. So, it is important to educate Islamic values to women. The present study explores the role of religious programs on women.

### ***Literature Review***

Shahbaz Aslam, Arshad Ali, Faiz Ullah, Maria Munawar (2015) conducted a research entitled "Socio-Ethical impact of Turkish Dramas on Educated females of Gujarnwala, Pakistan". In Pakistan media industry, the Turkish dramas are more popular as a source of entertainment and have large viewership. The popularity of Trukish dramas affecting the Pakistani culture as European culture is being highlighted in Turksh dramas that are dangerous for youth. This research was conducted in Gujranwala. The target public was female and the survey method was used to collect the data. Total sample size of the study was 100 that were taken from five different areas of city. The study concluded that Turkish dramas are popular among female viewers and consider best for time pass. The culture shown in these dramas are dangerous for our norms and culture.

Arshad Ali, Anam Nawaz, Syed Ali Hassan (2014) conducted a research entitled "Impact of cable/TV on modern lifestyle: A study of women". The core objective of the study was to know about the media in shaping lifestyle of female. Media causes major changes in outlook, attitude and interest of people. The research was conducted under the light of cultivation theory. Data was collected by interviewing. The study concluded that media has major cause in changing life style of women.

Jenna Griebel Rogers & Aaron B. Franzen (2014) conducted a research entitled "Work-Family Conflict: The effect of religious context on married women's participation in the labor force". The basic aim of the research was to know about the religion's impact on working women especially marries women. This study was conducted in American community and was survey based. They stated that religion influence on women more or less normative aspects. The study concluded that larger quantity of married women choosing not to work outside the homes.

Sonia D. Galloway (2014) conducted a research entitled "The impact of Islam as a religion and Muslim women on gender equality: A phenomenological research study". The basic aim of the study was to explore the structure and meanings of Muslim women via Islamic theoretical framework. The purpose of the study was to describe how Muslim women use their religion for gender equality and improve their daily life. The research methodology was qualitative research in which researcher used different techniques to gathered the data like observation and interviews from the different category of women like different educational background, different socio economic background.

Ghulam Shabir, Ghulam Safdar, Muhammad Imran (2013) conducted a research entitled “Cultural Effects of Urdu Dramas of Geo and HUM TV on women: A case study of Bahawalpur, Pakistan”. The basic aim of the study was to know about the effect of Urdu TV dramas on women and to find the factors which media women used in southern Punjab. It was also aim that how much Urdu TV dramas are promoting Pakistani culture. The research examined how much our traditional and culture is being highlighted by our two leading entertainment channels i.e Geo and Hum TV. The study concluded that our entertainment channels are promoting foreign culture and women are attracting to adopt the culture that is being highlighted by the media. The concept of modernization is promoting among the women.

Barazangi (2009) Religion is a set of core beliefs and practices. Islam is the second largest religions in the world and the rate of accepting Islam is increasing rapidly. The Islam spread in the world through Hazrat Muhammad (PBUH) the last prophet from ALLAH. The holy Quran reveled on Hazrat Muhammad (PBUH) that give light to the whole mankind of the world. Islam is a perfect religion that guide from individual's right to the large organization. Islam is combination of good, social, cultural and political elements. Islam is last and perfect religion that give the concept of value free individual on equality basis.

According to Silverstri (2008) women are the equal part of this world have rights regarding education, choice of life partner, working and adoption of culture. The function and interpretations of norms about the right of Muslim women has been a subject of debate for a long time. We see the unequal treatment of women that is not part of Muslim society it is due to the concept of male domination in the society. It is not Quran but social perception that accounts for why women are underprivileged of equal social position.

Robert Jensen & Emily Oster (2008) stated in their article “The power of TV: Cable television and women's status in India” that in developing countries, satellite TV and cable has spread very rapidly. These new technological sources have opened the new window of information for the viewers that has become change the way of life and behaviors of people. Their research explored the impact of cable and satellite TV on the rural women of India. The popularity of cable and satellite TV changed the behavior life of rural people and the interest of the women decreases towards fertility. The study concluded that due to cable and satellite TV, the school enrolment increased and the participation of women also increased in house hold work and decision making.

### ***Research Questions***

1. Do women watch religious programs?
2. Do women take any guidance from religious programs?
3. Do women become more practicing Muslim after watching religious programs?
4. Do viewer women share religious information with other women?

### ***Hypothesis***

H 1: The more watching religious programs, the more participation in religious activities.

H 2: The more watching religious programs, the more change in women.

H 3: The more religious programs, the more positive impacts on society.

### **Theoretical Framework**

Cultivation theory stated that television has long term effects on its viewers. According to this theory, the people who give more time in television viewing, they more believe on that thing which is portrayed by the television. People believed what they see on television and consider that thing as reality of the world. Television shapes the concepts of social reality (Larry Gross, Morgan, 1986). The current study explores the impact of TV religious programs on women that want to measure the impact of television on women. The study aimed to find how much women are impressed by the religious programs showed by the media. Actually, it is cultivation process that how religious programs impact in the mind of women. It is supported that women who watch more religious programs become more religious minded.

## Research Methodology

### Research Design

For current research study researcher adopted quantitative method for data collection. Researcher prepared self-designed questionnaire based on Likert Scale for data collection from the target public. Only female of belongs to Bahawalpur were the population of the study.

### Data Collection

Researcher adopted the method of survey for data collection and self-designed questionnaire used for data collection. Target public of the research was females of Bahawalpur. In social sciences research it is common technique for data collection that is adopted by different researchers. Basically sociological method of investigation is a survey which is based on questions or it can be statistical based research to gather the information about the behavior and the opinion of the people.

### Sample Size

The sample size of current research was 400 females belonging to Bahawalpur with different socio-culture including married and unmarried and researcher used purposive available and convenience sample technique to take the response of the respondents.

### Variables

Religious TV programs were the independent variable of this study and Prayer, Fast and Zakat were dependent variables of this research study.

### Data Analysis

After collection of data, the results were made by using SPSS software to maintain objectivity and accuracy.

## Results

Table 1: Respondents Information

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
2	Age	18-22	83	20.7
		23-27	178	44.5
		28-32	43	10.8
		33-37	46	11.5
		38-42	50	12.5
	Total		400	100
3	Education	Below Metric	19	4.7
		Metric	73	18.2
		Intermediate	67	16.7
		Graduation	119	29.8
		Master	111	27.7
		Above	11	2.8
Total		400	100	

Note: The above table shows the respondent's detail. The result shows that 20.7% respondent's age were between 18 to 22 years old. 44.5% aged between 23-27 years, 10.8% age were between 28-32 years, 11.5% respondents age were between 33-37 years and 12.5% respondents were between 38 to 42 years old who fill the questionnaire. About their qualification, 4.7% respondents were below matric, 18.2% respondents were matric pass, 16.7% respondents were intermediate, 29.8% respondents were graduates,

27.7% were master degree holder and 2.8% respondents were higher degree from master i.e. M.phil or PhD.

Table 2: *TV Watching*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
1	Do you Watch TV?	37	121	177	62	3	400	1.68	.871

Table 3: *Favourite TV channel*

Sr. No.	Question	Religious	Entertaining	Sports	Dramas	News	Total	Mean	Std. Deviation
2	If Yes, Then which TV channel you preferred to watch?	107	99	31	160	3	400	1.63	1.271

Table 4: *Watch Religious programs?*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
3	Do you Watch Religious Programs?	21	221	133	22	3	400	1.41	.710

Table 5: *TV Watching time*

Sr. No.	Question	2 Hours	4 Hours	6 Hours	9 Hours	Unlimited	Total	Mean	Std. Deviation
4	How many hours in a day you watch TV?	32	243	115	7	1	400	1.24	.637

Table 6: *Religious TV Watching time*

Sr. No.	Question	1 Hours	2 Hours	3 Hours	4 Hours	Never	Total	Mean	Std. Deviation
5	How much time you give religious programs?	145	198	41	8	8	400	.84	.837

Table 7: *Religious TV Watching and take guidance*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
6	Do you take any guidance from religious programs?	49	235	100	16	0	400	1.21	.700
7	After Watching Religious Programs do you Fast?	19	135	186	46	14	400	1.75	.850
8	Do you pay Zakat after watching religious programs?	30	135	183	44	8	400	1.66	.846

Table 8: *Religious TV Watching and offer prayer*

Sr. No.	Question	1	2	3	4	5	Never	Total	Mean	Std. Deviation
9	How many times you offer prayers in a day?	29	98	150	50	66	7	400	1.86	.898

Table 9: *Religious TV Watching and respects for parents*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
10	After Watching religious programs how much change you feel in your personality?	46	231	107	14	2	400	1.24	.716
11	Do you respect your parents?	247	119	29	5	0	400	.48	.686
12	Are you merciful with children after watching religious programs?	55	224	106	12	3	400	1.21	.740
13	Do you share religious information with your kids?	89	201	102	8	0	400	1.07	.744
14	Do you pay attention in performing human rights?	25	115	168	80	12	400	1.85	.915
15	Do you care for your neighbors?	27	90	180	88	15	400	1.94	.929
16	Do you give rights to your relatives?	26	123	166	78	7	400	1.79	.890

17	After watching religious programs do parents give more attention to their kids?	50	194	123	27	6	400	1.36	.841
----	---	----	-----	-----	----	---	-----	------	------

Table 10: *Religious TV channels and religious information*

Sr. No.	Question	QTV	Peace TV	Hadi TV	Madni TV	All	Total	Mean	Std. Deviation
18	Which TV channel is spreading religious information better?	164	106	33	64	33	400	1.24	1.350

Table 11: *Religious TV and social, moral behavioral information*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
19	Is a TV channel guide persons about social aspects?	31	237	113	16	3	400	1.31	.730
20	After watching religious programs do you feel any moral changes?	28	173	144	55	0	400	1.56	.814
21	Do you feel change in your behavior after watching religious programs?	51	196	117	36	0	400	1.34	.814

Table 12: *Religious TV programs and change in personality*

Sr. No.	Question	Change in Character	Change in Appearance	Change in Behavior	No Change	Total	Mean	Std. Deviation
22	If yes, then what kind of change you feel in your personality?	193	84	108	14	400	.86	.948

Table 13: *Religious TV programs impacts*

Sr. No.	Question	Very Much	Much	Sometimes	Rarely	Never	Total	Mean	Std. Deviation
23	Do you share religious information with other women after watching	39	235	112	14	0	400	1.25	.674



---

	religious programs?								
24	Do you think religious programs have positive impact on society?	89	232	69	9	1	400	1.00	.713

---

## Discussions

According to the data which is very high percentage of respondents watch religious programs for the sake of taking guidance. Majority watch religious programs become of many reasons which includes the host and guests and participants of the program as well like a host Aamir Liaquat which is most popular and prominent person of media respondents watch religious programs and find the solutions of their problem. Viewers also can participate through live calls and by the way recorded call. Religious scholar answers their calls in the light of Islam and Quran. Therefore, according to the fact and figure 49.5% women watch religious programs which are 2 hours in a day?

Religious programs have very high and significant effects in the lives of human which want to take guidance after watching religious programs many respondents started to offer their prayers, regularly. They have started paying Zakat and observing fast. They become a more participating Muslim of society. They take care of their neighbors trying to pay rights to their elders and parents as well. Respondents are trying to behave kindly with children's and other people of society. They are trying to not become an aggressive persona city. So, in the result of study, respondents become a participating Muslim in all the fields of life after watching religious programs.

According the result of question 48.8% respondents share religious information with other women as well as they share religious information with their kids and trying to memorize the religious teaching of Islam like an offering prayers time a day Dua, Kalma and many more.

According to the results of study mostly respondents find change in their character 48.3% respondents finds change in their character some women which are not wearing the Hijab, started to wear Hijab, some are not wanted to cut their hand nails. Respondents reshaped their nails some are interesting their eyebrows to reshape.

After religious teaching they are starting to avoid it. They want to become a good human being in a society they avoid bad deeds and evils. The study verifies its hypothesis as follow:

**H1:** Comparison between watching more religious programs become a reason of more participating women in their lives study shows that very highly significant majority of the respondents who watch religious T.V programs for 4 hours in a day respondent's percentage is 60.8% which is absolute value for this hypothesis.

**H2:** comparison between watching TV and moral change result is 43.3% respondents feel morel change after watching religious programs they feel change in their values and norms.

**H3:** According to data it is proved that religious programs are playing significant role in the spreading of Islam religious programs provide information which circulate in all aspects of life and re correct the misconception about the religious teaching and as well as Muslims

## Conclusion

The topic of this research study "effects of religious programs on women" concluded very highly significant respondents watch religious programs. Women gave more time to religious programs due to free time in your homes. Respondents not only the watch religious program they also apply it on their lives in the performance of religious teaching and as well as social life also. Cultivation is again proved to be highly significant feature. Literature review and current study revealed that TV program cultivate the thoughts of the viewers.

## Acknowledgments

None

## Conflict of Interest

Author has no conflict of interest.

## Funding Source

The author received no funding to conduct this study.

## ORCID iDs

Hina Iqbal <sup>1</sup>  <https://orcid.org/0000-0003-0043-096X>

## References

- Ali A., Nawaz A., Hassan, S. A. (2014) "Impact of cable/TV on modern lifestyle: A study of women". *Research on Humanities and Social Sciences*, 4(13), 85-92.
- Aslam S., Ali A., Ullah F., Munawar M. (2015) "Socio-Ethical impact of Turkish Dramas on Educated females of Gujarnwala, Pakistan". *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* 20(2), 125-131.
- Barazangi, N. H. (2009). The absence of Muslim women in shaping Islamic thought: Foundations of Muslims' peaceful and just co-existence. *Journal of Law and Religion*, 24(2), 403-432.
- Condry, John (1989): *The Psychology of Television*. Hillsdale, NJ: Lawrence Erlbaum
- Gerbner, G. & Gross, L. (1976). Living with television: The violence profile. *Journal of Communication*, 26, 76.
- Gerbner, G., & Gross, L. (1976b). The scary world of TV's heavy viewer. *Psychology Today*, 10(4), 41-89.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Jackson-Beeck, M. (1979). The Demonstration of Power: Violence Profile. *Journal of Communication*, 29(10), 177-196.
- Jenna G. R. & Aaron B. F. (2014). Work-Family Conflict: The effect of religious context on married women's participation in the labor force. *Religions*, 5, 580-593; doi:10.3390/rel5030580
- Robert, J. & Emily, O. (2008). The power of TV: Cable television and women's status in India. *Quarterly journal of Economics*, 124(3), 1057-1094.
- Safdar, G., Khan, A.W. (2018). Effects of Digital Media on Cultural Values of Male University Students of Punjab, Pakistan. *Pakistan-Annual Research Journal*, 54, 1-19.
- Safdar, G., Khan, A.W. (2020). Digital Media Use and Religious, Moral and Cultural Effects on Female University Students of Punjab, Pakistan. *Ulum-e-Islamia*, 27(1), 113-129.
- Safdar, G., Riaz, S. Khan, S. (2021). Social Media Use and Effects on Islamic Cultural Values among University Students: A Case Study of South Punjab, Pakistan. *Pakistan Journal of Islamic Research*, 22(1), 171-184.
- 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.

- Safdar, G., Shabir, G., Khan, A.W. (2018). Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives. *Pakistan Journal of Social Sciences (PJSS)*, 38(2), 387-397.
- Shabir, G., Safdar, G. (2014). Human Rights and Women's Rights in Islam. *Ulum-e-Islamia*, 19(1), 114-126.
- Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015a). 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*, 5, 102-120.
- Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015b). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences*, 6(1S1), 588-593.
- Silvestri, S. (2008). *Europe's Muslim women: Potential, problems and aspirations*. Brussels: King Baudouin Foundation. Retrieved from <http://www.kbsfrbbe/publication.aspx?id=295018&langtype=1033>
- Sonia, D. G. (2014). *The impact of Islam as a religion and Muslim women on gender equality: A phenomenological research study*. Department of Conflict Resolution Studies Theses and Dissertations. Nova Southeastern University