

Extramarital Affairs in Pakistani Dramas: Exploring the Perception of Youth about Social Norms and Family Issues

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ABSTRACT

Aim of the Study: Research assesses the depiction of extramarital affairs in Pakistani dramas and examines how these dramas have generated important debates, raising concerns about their influence on family values and societal values. Researcher study aims to explore public's perception of such representations focusing on how these framework challenge or shape prevalent cultural values and social norms.

Methodology: Based in the moral panic theory, research examines whether these dramas support to moral anxiety or changing societal attitudes. A quantitative research methodology was used using a survey to collect responses from a wide range sample of viewers, including professionals, students and home manager. The data was evaluated statistically to identify patterns in public perception.

Findings: Findings shows a differentiated responses, while some audience view these depiction as a thoughtful of progressing realities and a means of focusing on taboo subjects others criticize them for exaggerating immoral behavior's and damaging traditional family values.

Conclusion: This study wraps up that Pakistani dramas have a dual impact they serves as a reflection of societal transformation while coinciding fostering moral debates. The finding highlights the need for fair storytelling to guarantee that sensitive issues are managed responsibly without degrading cultural norms.

Keywords: Extramarital Affairs, Social Norms, Family Values, Public perception, Moral Panic theory, Cultural transformation, Pakistani Dramas.

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1. INTRODUCTION

TV has been long engaging medium for describing and influencing social perspectives and cultural dynamics. TV dramas had played a powerful medium to reflect and portrayal social issues (Attal-ur-Rehman, 2023; Kamal, 2022; Shah et al., 2022; Gerbner et al., 1986). In Pakistani dramas where marriage and family norms clearly shows the culture, the topic of extramarital affairs also became a powerful topic

(Warrich et al., 2021). The portrayal in these dramas shows the great influence of social values regarding the importance of marriage and unity of family norms (McCombas & Shaw, 1972).

TV dramas play a very important role in shaping social norms and public perception. In current situation media shows a clear reflection of cultural and moral dilemmas. In recent years Pakistani TV dramas has clearly shown the most sensitive topic i.e. The Extramarital Relationships (Rashid, 2021). This topic is the most controversial and has been increasingly shown in TV dramas.

Another research (Ali 2022) stated that these types of portrayal shown in Pakistani dramas highlights the tension between family values and as a result transformed to cultural and modernity that affect human norms. Furthermore the description in Pakistani dramas is dramatized to attract the audience attention gradually showing the opinion about their affect.

By showing and repetition of these portrayal claims a deeper examination of public perception especially in society where these family values and norms are significantly important. My research aims to reveal that whether these portrayals affect the behavior of society and either contributes to strengthen already existing customs or cultural values.

On one hand the supporter argue that this topic shows the real life challenges (Warrich & Shehzad, 2021). While on the other hand critic's overview that these types of themes show the immoral behavior and threatening to marriage. Extramarital relationships are sensitive and often controversial subject in Pakistan. The repetition of this topic in dramas raises questions about their purpose and impact. The question is that how do the narrative influence the social and family values as well as the cultural understanding of morality?

The theory of Sociologist Stanley Cohan (1972) explains how certain societal groups indicate a threat to moral values that may lead to spread fear and public relation. This framework is related to the portrayal of extramarital affairs in dramas which may trigger discomfort among audience by challenging established moral norms and culture. The depiction of this type of content may generate remarkable reaction from viewers, as it touches sensitive sides of family values and social expectations. The researcher examines whether the portrayal of extramarital affairs in dramas creates uneasiness towards audience. Related to the content shown in Pakistani dramas clearly depicts the relevancy between media narratives and public reactions.

A key objective of this research is to address the existing gap in media studies followed by public perceptions. This research examines how Pakistani audience clarifies the portrayal of extramarital affairs and reveals the social attitudes towards marriage, morality and family values. The researcher aims to analyze whether the portrayals put up to critical reflection on the social issues or undermine established norms.

Another key goal is to examine audience responses evolved into how viewers interpret these stories whether as a reflection of reality challenges to traditional norms or societal values. Furthermore my research depicts the media responsibilities in representation of culture that shows whether these themes shows the moral Panic and indicate the shifting of social norms. The portrayals shown in Pakistani dramas link them with "Moral Panic Theory"

The objectives of this study includes that how public understands extramarital relationships depicted in Pakistani dramas influence social norms and family values. The goal is examine whether such representations promote social problems or critical discussions (Warrich et al., 2021). It's also examines whether these create discussions about the societal issues that encompass the marital relationships gender roles, including disloyalty and moral judgments.

This research is based upon the qualitative methodology using surveys to gather data based upon the sample of individuals. This qualitative methodology shows the in-depth survey of public opinions and responses related to the portrayal of extramarital affairs in Pakistani dramas Rashid, (2021). By using this

methodology study aims to capture the depth of the responses of public to the portrayal of extramarital affairs in Pakistani dramas. This research will also examine the roles of these dramas in social communications surrounding the transforming nature of marital relationships and their impacts on society.

The significance of this research lays the capability to inform both academic as well as practical applications. That shows what public perceptions towards media and social values are. The results of this research provide what media producers create and what are public opinions, according to social norms. Additionally, the study's effort for policymakers and mentors highlights the need for a stability approach to media literacy.

Overall, this research conveys to profound understanding of the challenging relationship between public, media perception and change of societal attitudes in Pakistan.

1.1 Problem Statement

In the past few years Pakistani dramas have become increasingly portraying stories of extramarital activities and their effects on audience, particularly the youth, such storytelling might confront the existing social values and family ties. The aim of this study is to analyze the effects of this representation on young viewers' attitudes towards social norms and family values. This study explores that whether and to what extent, these representations are changing social norms and in turn, family structures.

1.2 Significance of the Study

The relevance regarding my research is that it attempts to analyze how the portrayals of extramarital affairs in Pakistani drama serials can influence the young viewers' perception of norms in society/family values. Normal family dynamics and morals are both integral to the Pakistani culture, it is very important to examine how such images are affecting the outlook of the young audience panel, by drawing from the experience of youth respondents; this work seeks to reveal whether such dramatizations are changing the youngsters' ideas. Relationship or socially reinforcing their current beliefs in addition my studies can be informative to media creators and policy makers, in terms of how they can produce culturally sensitive content while addressing contemporary ones.

1.3 Study Gap

The recent research works on Pakistani dramas focused primarily on those which investigated how Pakistani dramas contribute to cultural and social changes, but none of them studied the effects of extramarital affairs imagery on the attitudes of public towards social norms and family expectations. My study will be the first study to examine the potential influence of such portrayals on the perceptions of adolescents in their thinking about intimate relationship and family.

1.4 Research Objectives

- To examine the portrayal of extra marital affairs in Pakistani Dramas.
- To analyze the effects of these portrayals on social norms.
- To access the impact of extramarital affairs themes in dramas on family values.

1.5 Research Question

1. How extramarital affairs are shown in Pakistani Dramas?
2. How do representations of extramarital affairs in Pakistani dramas influence social norms?
3. What are the impacts of entertainment affairs on family values?

2. LITERATURE REVIEW

Shakir (2020) conducted a research about Extramarital Affairs in Pakistani Drama Affecting Social Norms and Family Values. Aim of this study was to explore the impact of the popular Pakistani Drama “*MERY PASS TM HO*” and understand why it’s connected so strongly with viewers. The study quantitative based and data was collected from males and females using survey techniques including 73.8% males and 26.2% were females’ participants. Data was collected randomly from various areas of Lahore and sample size of the study was (n=120) respondents. The findings revealed that viewers appreciate those dramas that show something different. The study also showed us that audiences are demanding such relevant content which shows us about society. The study concluded that Pakistani Dramas was not only for entertainment purpose but they also have to promote Pakistani and Islamic values.

Yasine and Khan (2022) conducted a research about extramarital affairs in Pakistani dramas affecting social norms and family values. This study aimed to examines how spousal relationships were depicted in prime-time dramas broadcast on Pakistani television channels. It aimed to establish a quantitative understanding of the portrayal of both healthy and unhealthy aspects of these relationships. The research utilize a message system analysis to study the social reality of spousal relationship in these dramas. Data were collected using probability sampling over a six-day week during the period from July 2020 to June 2021. The analysis revealed that Pakistani prime-time dramas portrayed both positive and negative aspects of spousal relationships. However negative aspects were depicted more frequently than positive ones. Wives were more associated with traits such as sacrifice, lies, fraud, criticism and selfishness while husbands were linked with support, dominance, aggression and romantic gestures. The study concluded that while Pakistani dramas show a mix of healthy and unhealthy relationship dynamics, negative portrayals are more common in the representation of women who are often shown in a negative role as compared to men.

Arafat et al., (2020) conducted a study of Extra Marital Relations in Urdu dramas. The study aimed to investigate whether positive or negative communication between couples was portrayed in Urdu drama serial with a specific focus on contemporary television depiction of extramarital relationships. The researcher used narrative structure analysis to examine Urdu dramas. They focused on how the drama started with a family and then showed the development of conflict between married couples. The study revealed that these dramas often began with familial settings, but quarrels soon developed between married couples. The negative portrayal of husbands’ behavior particularly through harsh attitudes was seen as a reason for inclining towards extramarital relationships the study also found that divorce was frequently depicted as the only solution for incompatible relationships between spouses. It appeared that these dramas were promoting extramarital affairs in positive way. The research concluded that Urdu dramas in Pakistan promoted more negative interactions between couples they often highlighting extramarital relations and show them in a way that normalized or justifies these behaviours

Bibi et al., (2024) conducted a research about “Perception Of Married Adults Regarding Extramarital Affairs in Lahore. This study shows that how married couples\people view extramarital affairs and the social factors behind this view. Researchers interviewed 20 married couples(10 men and 10 women) and found five main things about different types of affairs(online, emotional, sexual), conflict in marriages and family median fluency ,a lack of Islamic and moral values and the impacts on mental environment and work. This study found that mostly men have extramarital affairs due to sexual dissatisfaction or lack of attention due to their spouse and the negative media portrayals of marriage make this worse. Social media makes it more easier to have extramarital affairs dominating to a decline in Islamic values and the adoption of western norms, which negatively affects our children’s health and also negatively effects on both parents health. This study suggested that educating young people about family, sex, and playing good marriage roles to help and maintain healthier marriages.

Abbaszadeh et al., (2019) conducted a research on extramarital relations and some of its related factors among families of Tabraiz (2019). This study aimed to explore that how married women's in Tabraiz feels about extramarital and what factors like family values, usage of social media might affect their attitudes. The research surveyed 510 married women's aged 18-60 in Tabriz in 2018 participants were selected through a multi-stage sampling method a questionnaire was made to gather towards extramarital relations, family values. The study found that women with stronger family values and religious beliefs held more negative views on extramarital relationship. The factors examined 36% of the variation in their attitudes. Promoting strong families values and implementing supportive family policies could help in reduce both negative and positives behavior towards extramarital affairs. The usage of media plays significant roles in shaing public views.

Warrich et al., (2021) conducted a research that how Pakistani TV dramas impact our cultural values, modernize lifestyle and promote westernization in society considering factors like age, education and marital status. Using a quantitative approach the researchers collect data from 600 respondents (aged 18-60) from Lahore, Gujrat and Islamabad. They research different groups with one-way ANOVA and Post HOC Turkey tests. Most of the respondents were aged 18-30, with intermediate education. This study revealed that TV dramas are influencing cultural values by promoting modern and western lifestyle including luxuries, parties, alcohol and romance. Its recommended that PEMRA monitor the all content of TV Dramas to prevent cultural distortion, particularly among youth, to preserve societal identity.

Afahari et al., (2022) conducted a research about "Extra marital affairs". The aim of the study was to examine family counselors' attitudes towards the causes of extramarital relationships among couples in Tehran; this study is different from other studies. Using a Q methodology study combines qualitative and quantitative techniques, this study focused on understanding individuals' perspectives. Participants sorted statements (Q sorting), and their views were grouped using statistical analysis (Q Factor analysis) This study involved 15 experts in family counseling and five different perspectives on the causes of extramarital affairs were identified. This research provided a new uniqueness that how family counsels in Tehran view the causes of extramarital relationship contributing to a deeper understanding of the issues.

Kaggwa et al., (2021) conducted a research about "Extramarital Affairs". This study aimed to find out that how common depression is among married women in rural Southwestern Uganda and identify factors that contribute to it. A cross-sectional study was conducted with 153 married women aged 18-45 years. We used the PHQ-9 method of questionnaire to measure depression. Logistic regression was used to finds links between depressions, extramarital affairs, IPV and other social and demographics factors. This study revealed that 65.4% of married women in rural southwestern Uganda showed symptoms of depression and 64.1% experienced intimate partner violence (IPV). The average age of women was 33.3 years, and the most were unemployed, and the couples had about four children. Nearly half (49.65%) reported their spouses involvement in extramarital affairs. A strong link was found between depression and these affairs with affected women being 24.93 times more likely to be depressed. The findings highlights the importance of routine screening for depression and IPV, especially for women whose husbands engage in extramarital affairs, to ensure timely access to mental health care. Depression and intimate partner violence are widespread among married women in rural Uganda, with extramarital affairs being major contributing factors. Regular screening for depression and IPV should be done at local health centres, especially for women whose husbands are involved in extramarital affairs.

Thibault and Agnola (2021) conducted a research about "Extramarital Affairs". The aim of the study is to understand that how internet and social media impacts "Kazakh Muslims" attitude towards divorce and casual relationships and how this interacts with broader changes in marriage customs in Kazakhstan. The study used a mixed-method approach. Statistical analysis of the world values (wave7) data on Kazakhstan. Qualitative analysis from focuses groups conducted in five regions involving 96 respondents in 2019. The findings from research are frequent online exposure influences support for divorce and casual relationship, especially among university-educated young women. However this exposure doesn't weaken the institution of marriages for all groups. Among older generations and young men traditional

views on marriages remain strong. While the use of ICTs shapes the attitudes of some Kazakh Muslims towards divorce and extramarital affairs especially among young women it doesn't necessarily weaken the institute of marriage. For older people and young men, traditional views on marriage continue to be supported.

Tanhae and Beigi (2021) conducted a research about "Extramarital Affairs" The study aimed to explore where women's beliefs and motivation fit into the idea of their extramarital relationships. The researchers used a qualitative approach. Data was collected through untrusted interviews with 17 women from Qazvin who had extramarital affairs. The women were selected using purposive and snowball sampling. The study found that the main reasons for extramarital affairs were seeking sexual variety, lack of sexual knowledge and justifications for the absences of their spouses. The idea was the transformation of intimacy and the concept of confluent love influenced by changes in social values, more leisure time and easier access to new technologies. Women engage in extramarital relationships as a way to explore their desires and manage their appearances leading to increased pleasure-seeking and the normalization of these affairs.

Shahbazi et al., (2024) conducted a research about extramarital affairs in dramas effecting social norms and family values. The aim of study was to explore how well Emotion- Focused Couples Therapy (EFCT) could help couples with experiences of infidelity strengthen their marital commitment and improve their understanding and patterns of love and emotions. Researchers used a semi-experimental single case design with multiple baselines. The participants included four couples (a total of 8 individuals) from Dezful city who had experienced extramarital affairs and were referred by family courts and welfare organizations. Over three stages, each couples participated in 8 therapy sessions of 90 minutes each followed by a two-month check-in. Couples completed questionnaire on marital commitments, love patterns, and emotional patterns before and after therapy and researchers analyzed the data using visuals inspection and other measures. The findings showed that EFCT helped increase marital commitment and improve positive emotional patterns in these couples with these benefits lasting for two months after therapy. Couples showed more adaptive (healthy) emotional schemas and fewer maladaptive (unhealthy) ones. EFCT significantly improved certain love schemas such as secure unstable, clingy, avoidant, and uninterested love schemas. The study concluded that EFCT can be a lasting intervention to support marital commitment and improve love and emotional schemas. Therefore, healthcare and therapy centers could use EFCT for couples dealing with the effect of extramarital affairs.

Bakhtiari et al., (2019) conducted a research about "Casual Model Of Extramarital Affairs Based on Attachment Styles and Early Maladaptive Schemas: Mediating Role of Marital Intimacy And Love Styles". The aim of study was to examine how extramarital affairs, viewed as a traumatic event, can endanger marital relationships. Specially, it sought to identify the casual relationship between attachment styles, early maladaptive schemas, marital intimacy and attitudes towards infidelity among couples. The study surveyed 650 married individuals (357 female & 293 male) from Tehran, selected through convenience sampling. Data collection involved questionnaires assessing early maladaptive schemas, attachment styles, love styles, marital intimacy and attitudes towards infidelity. The responses were analyzed using path analysis with AMOS software to understand the relationships between these variables. The analysis revealed that anxiety attachment, emotions, social isolation, failure and schemas significantly influenced Eros and Storage love styles like Eros, Storage and Agape, along with factors such as emotional deprivation, vulnerability, and self-sacrifice, positively impacted marital intimacy. Attitudes towards infidelity were significantly affected by anxiety attachment, Storage love styles, vulnerability, self-sacrifice schemas and marital intimacy. The model used showed a good fit for predicting these relationships. The study concludes that marriage and partner selection are critical life decisions. It emphasizes the importance of studying these predictive variables and suggests premarital and family counseling as preventive measures for individuals at risk of infidelity.

Basirpour et al., (2020) conducted a research about "Factors affecting the tendency to marital infidelity: A grounded theory study". The aim of this study was to investigate the reason behind people's tendency to

engage in marital infidelity. By identifying the key factors-including individual, marital, family, spiritual and social influences the study aimed to provide a better understanding of the root cause of infidelity, which could then be used to help reduce its occurrences. This study used grounded theory (GT) to find reason behind infidelity. Researchers Interviewed 28 teachers, both men and women using random sampling and also interviewed 14 experts chosen on purpose for their knowledge. The study found five main reasons people tend to engage in infidelity, personal factors issues within the marriage, family influences, spiritual beliefs and social factors. In total 53 specific reasons and 14 sub-group were identified. Among these personal factors were the most central. Marital infidelity stems from personal marital family, spiritual and social factors. Therapists should look at a person's individual, spiritual and social life as well as family and marital dynamics, when addressing infidelity.

Nemati et al., (2024) conducted a research about “Effectiveness of Imago Theory on Cognitive Flexibility and Post-Traumatic Growth in Women Affected by Extramarital Affairs”. The purpose of the study was to assess how effective Imago therapy is in improving cognitive flexibility and fostering post-traumatic growth in women affected by extramarital affairs. The study included women in Isfahan who had experienced extramarital affairs, especially from the Nik Ovin Psychological Clinic and the Hazrat Abolfazl Charity Institute in spring 2024. Thirty women were randomly chosen and divided into two groups: an experimental group(15 women) who received Imago therapy, and a control group (15) women who did not receive any treatment. Data analysis was performed using repeated measures tests with SPSS software 23. The result showed that Imago therapy significantly improved both cognitive flexibility and post-traumatic growth, including their related areas in women affected by extramarital affairs. This improvement was statically significant ($P < 0.05$). The study concluded that Imago therapy could be a helpful method for supporting women impacted by extramarital affairs, contributing to a better quality of life by enhancing their mental resilience and personal growth.

Noreen et al., (2021) conducted a research about “Modernism In Pakistani Urdu Dramas”. The study aims to explore how Pakistani Urdu dramas portray modernism by adopting and promoting Western cultural elements. It seeks to understand the impact of modernity on traditional values and beliefs within Pakistani media. A quantitative approach is employed using purposive sampling of four Pakistani Urdu dramas. The researcher conduct in-depth observations to assess how these dramas reflect Western influences in storytelling characters behavior lifestyle and other cultural aspects. The study reveals that Pakistani Urdu dramas present various aspects of modernism, particularly in lifestyle, moods behaviors and physical appearances along with religious social political and psychological factors. These changes highlight a shift towards western cultural influences. The article provides a valuable insight how Pakistani Urdu dramas contribute to cultural change by promoting modern values. It serves as a resource for understanding the role of media in shaping and reflecting the evolving social and cultural landscape in Pakistan.

3. THEORETICAL FRAMEWORK

Moral Panic Theory (Stanley Coben, 1972) a sociologist introduced this theory. This theory is relevant to current research topic. “*Moral Panic Theory*” focused on the rise of the subjects in media, i.e., extramarital affairs in Pakistani soap opera, that generates fear and alarm within the society and those people who have concern those traditional family bonds are being threatened, who are specifically afraid that young people could be exposed to the media content. Moral Panic Theory argues that if the press repeats a situation that is nonconforming with the social norms, it will produce a kind of “PANIC” or a degree of devoted attention of that kind of emotional reaction. In this research setting due to the fact that Pakistani dramas relate extramarital affairs, which harbor the potential to trigger strong emotional responses from audiences, especially audience who consider such portrayals as a challenge to the moral values related to the family and marriage, and that such responses are further intensified where young generations tend to view and are affected by such materials.

3.1 Study Variables

3.1.1 Independent Variables

Extramarital Affairs in Pakistani Dramas

3.1.2 Dependent Variables

Main Variable: Social Norms and Family Values

Sub-Variables

Social Norms: Perception of Relationship, Acceptance of Extramarital, Gender Roles and Expectations, Peer and Family Influence.

Family Values: Marital Stability, Parental Influence and Guidance, Impact on Youth and Adolescents, Conflict Resolution within families.

4. RESEARCH METHODOLOGY

4.1 Research Design

Research is based on Qualitative Research. Researchers conducted surveys to collect data. This study employs an experimental research design to examine public perception of extramarital affairs in Pakistani dramas and their impact on social norms and family values. Experimental research is a well suited research to the investigation of the lived experiences of participants, more deeply to understand the affectation of personal and cultural views through depictions.

4.2 Population

The population of the study includes Public perception and residence of Rawalpindi, who are regular watchers of Pakistani serials. This group of demographic is suitable for researching the impact of extramarital affairs in Pakistani TV dramas on opinion of social conventions and family ethics. Participants were from different origins such as student and professionals, which will contribute towards the diversity of the target age group for a better insight into the subject.

4.3 Sample size and Techniques

The sample size for researcher study includes 236 participants selected as respondents. Participants were selected from the general population varying gender, age groups and social backgrounds to capture a complete record of public opinions. The sample design employed was non-probability (purposive sampling) involving the selection of participants on grounds of their ability to contribute the study, for example their engagement with Pakistani dramas and their conformity to the desired sample age segment.

4.4 Data Collection

Data was gathered by administering a questionnaire tailored to the task. The questionnaire was designed using the Liker scale technique in which respondents was allowed to describe their level of agreement and disagreement on the items related to extramarital relationship that are being shown in Pakistani dramas. The participants of this research study were selected general public. A total of (n=236) responses were collected.

4.5 Data Analysis Techniques

Researchers used SPSS software method. Through this method results were made. Frequency tables used to investigate the relationship among variables and the understanding of the respondents perception about extramarital affairs in Pakistani dramas and its effects on social norms and family values. This method helped achieve fine-grained, structured, data analysis.

5. RESULTS

Table 1: *Demographics*

S No.	Questions	Responses	<i>f</i>	%
1	Gender	Male	60	25.4
		Female	176	74.6
2	Age	18-23	129	54.7
		24-29	55	23.3
		30 or above	52	22.0
		Matric or Below	9	3.8
		Intermediate	49	20.8
3	Educational Qualification	Master's	105	44.5
		Above Master's	73	30.9
		Less than or equal to 50,000	59	25.0
		50,000-1,00,000	76	32.2
4	Family Monthly Income	1,00,000-1,50,000	73	30.9
		More than 2,00,000	28	11.9
		Daily	51	21.6
5	Watching Frequency	Weekly	55	23.3
		Occasionally	51	21.6
		Rarely	79	33.5

The demographic characteristics of the respondents are presented in the following analysis. The sample comprised 236 participants, of whom 25.4% (n = 60) were male and 74.6% (n = 176) were female. In terms of age distribution, 54.7% (n = 129) were between 18-23 years, 23.3% (n = 55) were aged 24-29, and 22.0% (n = 52) were 30 years or older. Regarding educational qualifications, 3.8% (n = 9) had completed matriculation or below, 20.8% (n = 49) held an intermediate qualification, 44.5% (n = 105) possessed a master's degree, and 30.9% (n = 73) had qualifications beyond a master's degree. Concerning family monthly income, 25.0% (n = 59) reported earnings of ≤ 50,000, 32.2% (n = 76) fell within the 50,000-100,000 range, 30.9% (n = 73) had incomes between 100,000-150,000, while 11.9% (n = 28) reported earnings exceeding 200,000. Lastly, the frequency of media consumption indicated that 21.6% (n = 51) watched daily, 23.3% (n = 55) weekly, 21.6% (n = 51) occasionally, and 33.5% (n = 79) rarely engaged with media content.

Table 2: *Extramarital Affairs in Pakistani Dramas (Independent Variable)*

Sr. No:	Questions	Options	<i>f</i>	%	M	S.D
1	Do you think extramarital affairs are overly impersonated in Pakistani dramas?	Strongly Agree	54	22.9	2.08	.826
		Agree	123	52.1		
		Neutral	46	19.5		
		Disagree	11	4.7		
		Strongly Disagree	2	.8		
2	In your opinion do extramarital affairs in Pakistani dramas depict reality and acceptable in our society?	Strongly Agree	40	16.9	2.45	1.061
		Agree	100	42.4		
		Neutral	57	24.4		
		Disagree	27	11.4		
		Strongly Disagree	12	5.1		
3	Do you believe such depict influence societal perceptions of extramarital relationships?	Strongly Agree	43	18.2	2.14	.812
		Agree	133	56.4		
		Neutral	46	19.5		

4	The representation of affairs outside marriage in Pakistani dramas creates moral panic in the society.	Disagree	11	4.7	1.98	.904
		Strongly Disagree	3	1.3		
		Strongly Agree	70	29.7		
		Agree	122	51.7		
		Neutral	28	11.9		
5	Topics in Pakistani dramas have an impact on young people's attitudes towards social customs and familial thought.	Disagree	10	4.2	2.17	.818
		Strongly Disagree	6	2.5		
		Strongly Agree	40	16.9		
		Agree	136	57.6		
		Neutral	42	17.8		
6	What do you think such storylines shift the audience attention from more important social issues?	Disagree	16	6.8	2.25	.917
		Strongly Disagree	2	.8		
		Strongly Agree	42	17.8		
		Agree	123	52.1		
		Neutral	48	20.3		
7	Pakistani dramas increase the constancy of affairs between spouses in reality.	Disagree	17	7.2	2.32	.943
		Strongly Disagree	6	2.5		
		Strongly Agree	39	16.5		
		Agree	116	49.2		
		Neutral	55	23.3		
8	The attitudes of youngsters regarding marriages are negatively towards by these types of dramas?	Disagree	19	8.1	2.17	.941
		Strongly Disagree	7	3.0		
		Strongly Agree	55	23.3		
		Agree	112	47.5		
		Neutral	47	19.9		
		Disagree	17	7.2		
		Strongly Disagree	5	2.1		

The study examines perceptions regarding the portrayal of extramarital affairs in Pakistani dramas. Findings indicate that 22.9% of respondents strongly agree and 52.1% agree that such affairs are overly impersonated in dramas ($M = 2.08$, $SD = .826$). Additionally, 16.9% strongly agree and 42.4% agree that these portrayals reflect reality and are accepted in society ($M = 2.45$, $SD = 1.061$). A majority (56.4%) believe such depictions influence societal perceptions of extramarital relationships ($M = 2.14$, $SD = .812$). Moreover, 51.7% agree that such portrayals create moral panic ($M = 1.98$, $SD = .904$). Regarding the impact on youth, 57.6% agree that dramas influence social customs and familial thoughts ($M = 2.17$, $SD = .818$). Furthermore, 52.1% believe these storylines divert attention from significant social issues ($M = 2.25$, $SD = .917$). Additionally, 49.2% agree that such portrayals increase real-life marital infidelity ($M = 2.32$, $SD = .943$). Lastly, 47.5% agree that these dramas negatively impact young people's perceptions of marriage ($M = 2.17$, $SD = .941$).

Table 3: *Dependent Variables (Social Norms and Family values) Perception of Relationship*

S No	Questions	Options	f	%	M	S.D
1	Extramarital affairs are introduced in Pakistani dramas is realistic and it captures social problems.	Strongly Agree	38	16.1	2.28	.894
		Agree	120	50.8		
		Neutral	56	23.7		
		Disagree	17	7.2		
		Strongly Disagree	5	2.1		
2	Extramarital affairs portrayals affect the viewer's perception of	Strongly Agree	40	16.9	2.24	.872
		Agree	122	51.7		

	loyalty in relationship?	Neutral	58	24.6		
		Disagree	10	4.2		
		Strongly Disagree	6	2.5		
3	Can these portrayals in the dramas change societal expectations about marriage and family?	Strongly Agree	45	19.1		
		Agree	121	51.3		
		Neutral	51	21.6	2.20	.881
		Disagree	15	6.4		
		Strongly Disagree	4	1.7		
4	Do you think this theme direct the audiences emotion when comes to loyalty in relationships?	Strongly Agree	38	16.1	2.27	.846
		Agree	117	49.9		
		Neutral	64	27.1		
		Disagree	13	5.9		
		Strongly Disagree	3	1.3		

The above table indicate that 50.8% of respondents agree and 16.1% strongly agree that these portrayals are realistic and capture social problems ($M = 2.28$, $SD = .894$). Additionally, 51.7% agree that such depictions influence viewers' perceptions of loyalty in relationships, while 16.9% strongly agree ($M = 2.24$, $SD = .872$). Moreover, 51.3% believe these portrayals alter societal expectations regarding marriage and family, with 19.1% strongly agreeing ($M = 2.20$, $SD = .881$). Lastly, 49.9% agree that these themes shape audience emotions concerning loyalty in relationships, while 16.1% strongly agree ($M = 2.27$, $SD = .846$).

Table 3.1: *Acceptance Of extramarital Affairs*

S No	Questions	options	f	%	M	S.D
1	Do you feel extramarital affairs are normalized in Pakistani society?	Strongly Agree	37	15.7	2.38	.958
		Agree	109	46.2		
		Neutral	59	25.0		
		Disagree	25	10.6		
		Strongly Disagree	6	2.5		
2	Repeated exposure of these dramas lead to acceptances of extramarital affairs in community?	Strongly Agree	51	21.6	2.11	.866
		Agree	129	54.7		
		Neutral	42	17.8		
		Disagree	8	3.4		
		Strongly Disagree	6	2.5		
3	Extramarital affairs presented in Pakistani dramas apply a greater influence over young viewers.	Strongly Agree	40	16.9	2.25	.901
		Agree	123	52.1		
		Neutral	52	22.0		
		Disagree	15	6.4		
		Strongly Disagree	6	2.5		
4	Representation of extramarital affairs in Pakistani dramas weaken the family values and norms?	Strongly Agree	41	17.4	2.28	.940s
		Agree	119	50.4		
		Neutral	53	22.5		
		Disagree	15	6.4		
		Strongly Disagree	8	3.4		

The study examines perceptions regarding the normalization of extramarital affairs in Pakistani society through media portrayals. Findings indicate that 46.2% of respondents agree and 15.7% strongly agree that such affairs are becoming normalized ($M = 2.38$, $SD = .958$). Additionally, 54.7% agree and 21.6% strongly agree that repeated exposure to these dramas fosters acceptance of extramarital affairs within the community ($M = 2.11$, $SD = .866$). Moreover, 52.1% agree that such portrayals exert a significant

influence on young viewers, while 16.9% strongly agree ($M = 2.25$, $SD = .901$). Lastly, 50.4% believe that these depictions weaken family values and norms, with 17.4% strongly agreeing ($M = 2.28$, $SD = .940$).

Table 3.2: *Gender Roles and Expectations*

S No	Questions	options	f	%	M	S.D
1	Creating extramarital affairs in Pakistani drama serials do they change family dynamics?	Strongly Agree	43	18.2	2.28	.926
		Agree	113	47.9		
		Neutral	56	23.7		
		Disagree	19	8.1		
		Strongly Disagree	5	2.1		
2	Female characters in extramarital affairs portrayed more cruelly than male characters in Pakistani dramas, is there?	Strongly Agree	43	18.2	2.35	.976
		Agree	104	44.1		
		Neutral	57	24.2		
		Disagree	27	11.4		
		Strongly Disagree	5	2.1		
3	Do plots in dramas transforming loyalty in men and women?	Strongly Agree	40	16.9	2.36	.937
		Agree	104	44.1		
		Neutral	62	26.3		
		Disagree	27	11.4		
		Strongly Disagree	3	1.3		
4	Do Pakistani drama storyline represents men as victims of cultural norms?	Strongly Agree	31	13.1	2.47	.960
		Agree	106	44.9		
		Neutral	63	26.7		
		Disagree	30	12.7		
		Strongly Disagree	6	2.5		

Table indicate that 47.9% of respondents agree and 18.2% strongly agree that such portrayals alter family dynamics ($M = 2.28$, $SD = .926$). Additionally, 44.1% agree that female characters involved in extramarital affairs are portrayed more cruelly than their male counterparts, while 18.2% strongly agree ($M = 2.35$, $SD = .976$). Furthermore, 44.1% believe that drama plots influence perceptions of loyalty in both men and women, with 16.9% strongly agreeing ($M = 2.36$, $SD = .937$). Lastly, 44.9% agree that Pakistani dramas depict men as victims of cultural norms, while 13.1% strongly agree ($M = 2.47$, $SD = .960$).

Table 3.3: *Peer and Family Influence*

S No	Questions	options	f	%	M	S.D
1	Do dramas have effects on peer and families talk about outside marriage?	Strongly Agree	36	15.3	2.31	.910
		Agree	121	51.3		
		Neutral	53	22.5		
		Disagree	21	8.9		
		Strongly Disagree	5	2.1		
2	Have you noticed a change in your peer or family's attitude after watching such stories?	Strongly Agree	34	14.4	2.56	1.044
		Agree	91	38.8		
		Neutral	68	28.8		
		Disagree	32	13.6		
		Strongly Disagree	11	4.7		
3	Do you believe that frequent	Strongly Agree	30	12.7	2.39	.904

4	portrayal of extramarital affairs in dramas normalize such behavior among peer?	Agree	117	49.6	2.41	.978
		Neutral	63	26.7		
		Disagree	20	8.5		
		Strongly Disagree	6	2.5		
	Have these dramas changed your perception of social norms around marriage and fidelity?	Strongly Agree	36	15.3		
		Agree	106	44.9		
		Neutral	66	28.0		
		Disagree	18	7.6		
		Strongly Disagree	10	4.2		

This study examines the perceived impact of Pakistani dramas on discussions and attitudes toward extramarital affairs within peer groups and families. Findings indicate that 51.3% of respondents agree and 15.3% strongly agree that such dramas influence conversations about relationships outside of marriage ($M = 2.31$, $SD = .910$). Additionally, 38.8% have noticed a change in their peers' or family's attitudes after watching such portrayals, with 14.4% strongly agreeing ($M = 2.56$, $SD = 1.044$). Furthermore, 49.6% believe that frequent depictions of extramarital affairs in dramas normalize such behavior among peers, while 12.7% strongly agree ($M = 2.39$, $SD = .904$). Lastly, 44.9% agree that these portrayals have altered their perceptions of social norms surrounding marriage and fidelity, with 15.3% strongly agreeing ($M = 2.41$, $SD = .978$).

Table 4: *Family Values (Marital Stability)*

S No	Questions	options	f	%	M	S.D
1	Do you think extramarital affairs in dramas depict marriages insecure?	Strongly agree	45	19.1	2.19	.871
		agree	123	52.1		
		neutral	50	21.2		
		disagree	14	5.9		
		Strongly disagree	4	1.7		
2	Does this media creates phobia and fear about marriages in real life?	Strongly agree	47	19.9	2.23	.918
		agree	115	48.7		
		neutral	49	20.8		
		disagree	22	9.3		
		Strongly disagree	3	1.3		
3	Do you agree that such representations promote unrealistic expectations of marriages?	Strongly agree	47	19.9	2.17	.868
		agree	122	51.7		
		neutral	52	22.0		
		disagree	10	4.2		
		Strongly disagree	5	2.1		
4	Do you agree that such representations promote unrealistic expectations of marriages?	Strongly agree	44	18.6	2.29	.946
		agree	111	47.0		
		neutral	56	23.7		
		disagree	19	8.1		
		Strongly disagree	6	2.5		

Above table indicate that 52.1% of respondents agree and 19.1% strongly agree that such depictions contribute to a sense of insecurity in marriages ($M = 2.19$, $SD = .871$). Additionally, 48.7% agree and 19.9% strongly agree that media representations create fear and phobia regarding marriage in real life ($M = 2.23$, $SD = .918$). Furthermore, 51.7% believe these portrayals promote unrealistic expectations of marriage, with 19.9% strongly agreeing ($M = 2.17$, $SD = .868$). Lastly, 47.0% agree that such narratives influence perceptions of marital relationships, while 18.6% strongly agree ($M = 2.29$, $SD = .946$).

Table 4.1: *Impact on Youth and Audience*

S No	Questions	options	f	%	M	S.D
1	How do you think extramarital affairs in dramas influence the thinking of young audiences?	Strongly agree	41	17.4	2.26	.878
		agree	115	48.7		
		neutral	63	26.7		
		disagree	12	5.1		
		Strongly disagree	5	2.1		
2	Have you personally observed changes in behavior or opinions among youth after watching such dramas?	Strongly agree	40	16.9	2.28	.971
		agree	125	53.0		
		neutral	48	20.3		
		disagree	11	4.7		
		Strongly disagree	12	5.1		
3	These representations influencing young viewers' conceptions about marriage relationship?	Strongly agree	41	17.4	2.26	.916
		agree	121	51.3		
		neutral	53	22.5		
		disagree	14	5.9		
		Strongly disagree	7	3.0		
4	Are these dramas making young viewers more pessimistic about marriages?	Strongly agree	32	13.6	2.32	.864
		agree	119	50.4		
		neutral	69	29.2		
		disagree	9	3.8		
		Strongly disagree	7	3.0		

Above table indicate that 48.7% of respondents agree and 17.4% strongly agree that such depictions shape the thinking of young viewers ($M = 2.26$, $SD = .878$). Additionally, 53.0% have personally observed changes in youth behavior and opinions after watching these dramas, with 16.9% strongly agreeing ($M = 2.28$, $SD = .971$). Furthermore, 51.3% believe these portrayals influence young viewers' conceptions of marriage, while 17.4% strongly agree ($M = 2.26$, $SD = .916$). Lastly, 50.4% agree that such narratives make young audiences more pessimistic about marriage, with 13.6% strongly agreeing ($M = 2.32$, $SD = .864$).

Table 4.2: *Conflict Resolution and Audience*

S No	Questions	options	f	%	M	S.D
1	Do you believe that extramarital affairs in dramas increase rapidly conflict in family tale?	Strongly agree	41	17.4	2.26	.878
		agree	115	48.7		
		neutral	63	26.7		
		disagree	12	5.1		
		Strongly disagree	5	2.1		
2	How do you think such storylines influence the approach to resolving family disputes?	Strongly agree	40	16.9	2.28	.971
		agree	125	53.0		
		neutral	48	20.3		
		disagree	11	4.7		
		Strongly disagree	12	5.1		
3	Does including these themes describes the increase in stress among family observer?	Strongly agree	41	17.4	2.32	.926
		agree	106	44.9		
		neutral	67	28.4		
		disagree	16	6.8		
		Strongly disagree	6	2.5		

4	In your opinion how these dramas shape society's spectators on extramarital affairs?	Strongly Agree	36	15.3	2.29	.822
		agree	112	47.5		
		neutral	73	30.9		
		disagree	13	5.5		
		Strongly disagree	2	.8		

Above table indicate that 48.7% of respondents agree and 17.4% strongly agree that such portrayals contribute to increasing conflicts within families ($M = 2.26$, $SD = .878$). Additionally, 53.0% agree and 16.9% strongly agree that these narratives influence how individuals approach family dispute resolution ($M = 2.28$, $SD = .971$). Furthermore, 44.9% believe these themes contribute to stress among family members, with 17.4% strongly agreeing ($M = 2.32$, $SD = .926$). Lastly, 47.5% agree and 15.3% strongly agree that these dramas shape societal perspectives on extramarital affairs ($M = 2.29$, $SD = .822$).

Table 4.3: *Parental Influence and Guidance*

S No	Questions	options	f	%	M	S.D
1	Parents actively discuss with their children that how media content like dramas with extramarital affairs influence family values.	Strongly Agree	42	17.8	2.44	1.048
		agree	96	40.7		
		neutral	60	25.4		
		disagree	28	11.9		
		Strongly disagree	10	4.2		
2	Parents play their role in shaping children's point of views on family traditions and social norms?	Strongly Agree	52	22.0	2.21	.952
		agree	110	46.6		
		neutral	55	23.3		
		disagree	11	4.7		
		Strongly disagree	8	3.4		
3	How important is it for parents to mentor your children in understanding wrong and right behavior in media?	Strongly Agree	71	30.1	2.01	.887
		agree	107	45.3		
		neutral	46	19.5		
		disagree	8	3.4		
		Strongly disagree	4	1.7		
4	Young peoples are more likely to follow guidance with consistent advice from their parents?	Strongly Agree	45	19.1	2.30	.945
		agree	104	44.1		
		neutral	64	27.1		
		disagree	17	7.2		
		Strongly disagree	6	2.5		

Findings indicate that 40.7% of respondents agree and 17.8% strongly agree that parents actively discuss how such content influences family values ($M = 2.44$, $SD = 1.048$). Additionally, 46.6% agree and 22.0% strongly agree that parents shape children's views on family traditions and social norms ($M = 2.21$, $SD = .952$). Furthermore, 45.3% agree and 30.1% strongly agree that parental mentorship is crucial in distinguishing right from wrong in media ($M = 2.01$, $SD = .887$). Lastly, 44.1% agree and 19.1% strongly agree that consistent parental guidance increases adherence to family values among youth ($M = 2.30$, $SD = .945$).

5. DISCUSSION

Researchers first question is related to extramarital affairs that how extramarital affairs are shown in Pakistani dramas? And the most common answer of this question is that extramarital affairs that are shown as very emotional and ethically conflicted affairs, which are also in line with the cultural values. These types of depiction frequently dramatize the guilt and internal struggle of the actors being portrayed, highlighting the moral and emotional suffering. The effect of family values is a central key theme with

series of focusing the spoiling influence such as relationships depend on trust, the relation of between spouses and increasingly on children with heartbreaking emotional consequences. Those characters that are participates in extramarital affairs are shown as villains or as victims of their marriage. It is usually a analysis of gender foundation prejudice, that women suffers a lot and also face more criticism than men and has indication for the double standards that are normal in our society. Furthermore these stories are also a type of social alarm, collapse of trust and the bond of the familial tackling problem of poor communication and emotional ignorance's. My second question is about is that how do representation of extramarital affairs in Pakistani dramas influence social Norms? The most common answer of my question is that in Pakistani dramas extramarital affairs can play an important role on social norms and culture by influencing the perception of viewers' and their attitudes. In these types of dramas the insulting behaviors are often presented as a complex storylines, although it may involve normalization of these dramas featuring the depiction of these are unethical and harmful. The presentation styles of these themes can influence perception of people relationships values of family and trust. Furthermore, this representation may fuel the debate about gender roles and moral values because they commonly present men and women reacting the same way when dealing such problems. The third and the last question of my research is what are the impacts of entertainment affairs on family values? The most frequent answer of my question is, Romance and family problems portrayed in dramas, may impact family values by building misconception about relationship. They possibly magnify weakening the trust, loyalty and cheating which are vital for family life. This may lead to a loss of respect for the marriage importance and commitments. On the other hand if they depicted with negative consequences, they can also lead viewers to recall the consequences, such actions may cause to families, supporting the importance of trustworthiness and loyalty. Findings revealed that audience acknowledge those dramas that show something different. Viewers value such relevant content which shows us about society that Pakistani dramas were not only for entertainment purpose but they also have to promote Pakistani and Islamic values (Shakir 2020). Audience really appreciate that these dramas often began with familial settings, but quarrels soon developed between married couples. The negative portrayal of husbands' behavior mainly through cruel attitudes was seen as a reason for tending towards extramarital relationships the study also found that divorce was often depicted as the only solution for conflicting relationships between spouses. It appeared that these dramas were promoting extramarital affairs in positive way (Arafat et al., 2020). Audience found that mostly men have extramarital affairs due to sexual dissatisfaction or absence of attention due to their partner and the negative media depiction of marriage makes this more worse (Bibi et al., 2024). General public highlights that women with stronger family norms and spiritual beliefs held more negative views on extramarital relationship (Abbaszadeh et al., 2019). Peoples highlight the importance of routine screening for depression and IPV, especially for women whose husbands involve in extramarital affairs, to assure timely access to mental health care (Kaggwa et al., 2021). Viewers value that Imago therapy extensively improved both mental flexibility and post-traumatic growth, including their related areas in women affected by extramarital affairs (Nemati et al., 2024) The theory relevant to my research topic is Moral Panic Theory (Stanley Coben, 1972) a sociologist introduced this theory. Moral Panic Theory focused on the rise of the subjects in media, i.e., extramarital affairs in Pakistani soap opera, that generates fear and alarm within the society and those people who have concern those traditional family bonds are being threatened, who are specifically afraid that young people could be exposed to the media content. Moral Panic Theory argues that if the press repeats a situation that is nonconforming with the social norms, it will produce a kind of "PANIC" or a degree of devoted attention of that kind of emotional reaction. In my research setting due to the fact that Pakistani dramas relate extramarital affairs, which harbor the potential to trigger strong emotional responses from audiences, especially audience who consider such depiction as a challenge to the moral values related to the marriage and family, and that such responses are further reinforced where public tend to view and are affected by such materials. The result of my research unfolded to be the same as the outputs of the other studies discussed above.

6. CONCLUSION

Based on the findings research concluded that the depiction of Extramarital Affairs in Pakistani dramas plays a very important role in shaping the perception of public about family values and social norms. These dramas although seen as entertainment mirror but sometimes boost societal concerns related to the structure of family and ethical sincerity. Via the lens of “*Moral Panic Theory*” it’s obvious that such depiction tend to evoke expanded emotion and fears among the viewer’s regarding the collapse of traditional family values. The reaction of public usually reveals a sense of anxiety about the degradation of created social norms, specifically in a culturally traditional society like Pakistan.

Although some audience may view these dramas as a mirror of changing the realities in society, other perceives them as a threat to the purity of familial and marriage relationships. This mixed feedback shows that media has the power to both challenge and amplify societal values. At last this research highlight the importance of responsible media representation, especially in that society where the intake of media influence the public attitudes towards complex issues like disloyalty and its consequences on the life of family.

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