

Effects of Pakistani TV Dramas on Cultural Values of Young Females of Pakistan

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ABSTRACT

Aim of the Study: This study investigates the influence of Pakistani television dramas on viewers' cultural perceptions, social behaviors, and lifestyle choices. The primary aim was to explore how drama content affects values related to gender roles, family structures, modesty, fashion, and personal behavior.

Methodology: A quantitative research design was employed, utilizing a structured questionnaire to collect data from 101 female respondents, primarily young adults who are regular viewers of Pakistani TV dramas. The survey comprised multiple questions categorized into thematic areas, including cultural representation, gender role perception, influence on fashion and lifestyle, and personal values. Descriptive statistics such as frequency, percentage, mean, and standard deviation were used to analyze the data.

Findings: Findings reveal that Pakistani TV dramas significantly shape viewer perceptions and behaviors. Participants reported that dramas influence their views on gender roles, inspire fashion trends, and affect emotional responses and family interactions. While some respondents appreciated the reinforcement of traditional values, others expressed concern over the growing influence of modern and Westernized themes in drama content.

Conclusion: In conclusion, Pakistani TV dramas play a dual role-preserving traditional culture while also introducing and normalizing new social norms. This highlights the need for a balanced approach in media production to ensure responsible cultural representation and societal impact.

Keywords: TV Dramas, Cultural Values, Impacts, Young Females.

1. INTRODUCTION

The role played by Pakistani television dramas in developing the country's culture cannot be underestimated as they not only depict the norms of the society, but also mold the viewer's belief and values. These dramas which have a huge appeal amongst the female folk have altered the perception of the young girls regarding their social responsibilities, aspiration and self-identity. However although many of these have been conservative in nature there have also been those which have been more radical in breaking the norms (Safdar, 2022; Shabir et al., 2013; Qaiser and Safdar 2024). Most Pakistani TV

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dramas in the past have been viewed through the lens of family institution, romance, service oriented sacrifice and societal obligation which in most cases emphasized the subordinate status of women. With the advancement, however, new plots began to focus on the global issues like, women empowerment, education and self-sufficiency, which transformed the imagery of women. These changes in content could affect the perception of young women regarding education, employment, marriage and their status in the society as a whole. The research done on the effects of these dramas has brought out both the positive and negative effects. There were some shows which portrayed strong females who do not conform to traditions and such women were able to inspire young women viewing the shows to speak out against unreasonable society. Pakistani TV dramas and analyzed the impact of these portrayals on the students. Gender differences and their influence on perceptions of family dynamics were also examined. The findings indicated a moderate relationship between students' perceptions of family relationships as portrayed in TV dramas and the effects of these portrayals on them. The study found that gender had a significant relationship with students' views on the family system. Pakistani TV dramas often revolved around family relationships, emphasizing themes like loyalty, obedience, and respect for elders. Pakistani dramas are celebrated for portraying the country's diverse cultural heritage. They often depict traditional family structures. Impact of Pakistani TV dramas on women's fashions. Aim of the study was to explore the role of Urdu TV dramas in adopting modern. Bashir et. al. (2022). TV dramas on social behavior of women. Zainab et. al. (2021). TV dramas influence of Western culture on Pakistani women. Badar et. al (2023). The drama scenes in Pakistan were developing, highlighting the significance of adjusting to the shifting social circumstances.

1.1 Problem Statement

Pakistani TV dramas are a significant source of entertainment and social learning for young females. These dramas often depict varying narratives from traditional family dynamics to modern lifestyles, influencing viewers' perceptions of cultural values. There is a need to understand the extent of this influence and its implication for preserving or transforming cultural values.

1.2 Significance

The importance of my research topic; Effects of Pakistani TV dramas on cultural values of young females of Pakistan, is highly relevant. That TV dramas serve as a medium for transmitting and reinforcing cultural values. They often portray social norms, family structures, and gender roles, which can shape the perception and behavior of young females in Pakistan. Young females in Pakistan are at a critical stage of identity formation. The portrayal of women, relationships, and societal expectations in dramas can significantly affect their self-perception and decision making.

1.3 Study Gap

While previous research has explored the influence of media and Pakistani TV dramas on cultural values, much of this work has focused on general audience or has been limited to surface-level analyses of cultural norms. Some studies have specifically addressed how Pakistani TV dramas affect the cultural values of young females. This research calls for a more focused investigation into how Pakistani TV dramas impact the cultural values of young females, considering their pivotal role in shaping future societal norms.

1.4 The Present Study

The current study deals with how Pakistani TV plays affect the culture of Pakistani youth. Young girls have a lot of tendency towards plays, seeing a lot of dramas, they are making changes in their personality. Girls like different actors whose hair styles are influenced by the style of clothes and then try to do the same. Watching makeup, mortgage and hair style from plays does the same in Pakistani TV plays, love stories, romance is being shown very much today, with its effects visible in young girls.

1.4 Study Objective

The main objective of the research is to explore how Pakistani TV dramas effects on cultural values of young females of Pakistan.

2. LITERATURE REVIEW

Bashir et. al. (2022) Conducted a research on impact of Pakistani TV dramas on women fashions. Aim of the study was to explore the role of Urdu TV dramas in adopting modern fashion style and its impact on cultural change and promoting Western culture through watching dramas. Using quantitative research, the data was collected from (n=?) young women. Findings of the study revealed that TV dramas affect women to adopt modern dressing, jewelry, shows and hand bags. Conclusion of this study was raises concern about the promoting of Western culture and suggested regulating content to align more with traditional Pakistani values

Zainab et. al. (2021) Conducted a research on effects of TV dramas on social behavior of women. Aim of the study was to found the social based dramas have positive impact in social behavior and values of the women. The researchers conducted survey to use cultivation theory and collected data from all the women who work regular dramas viewers. Study found that dramas enhanced in the society. The conclusion of this study was dramas created awareness among people about social issues.

Nasir et. al. (2023) conducted a research on effects of TV dramas on the Life style of female university students lahore city. The aim of the research was to analyze how Pakistani dramas impact on the life style of female youth in lahore universities .The data had been collected from 390 female viewers aged 16-25, from the University of management and technology of Lahore .The research had utilized the survey method with a investigate the effect of Pakistani dramas on different aspects of female youth Life style. Cultivation theory was applied in the study to analyze the consumption the pattern of the respondend. The conclusion of this study that Pakistani TV dramas have been significantly influencing the audience, particularly in the way the dramas are presented.

Badar et. al (2023) Conducted a research on influence of Western culture on Pakistani women. A case study of bahawalpur city. The aim of the study western culture had a big influence on Pakistani TV program especially when it comes to how women work portrait and their rights. In contrast to conventional conventions the study looked at how western cultural ideals have effected women's marriage education, economic empowerment and social roles based on a feminist theoretically frame work. The Study examined how gender roles identities and power Dynamics were portrait in Pakistani television dramas. It seeks to Access how social perception of gender quality and women's empowerment were impacted by the penetration of Western influences in these dramas. Feminist theory was used in this Study to look who western tendencies have effected pakaisani dramas. Survey research was carried out as a quantitative analysis technique to comprehend the dynamics in thses dramas narrative. The study's conclusions demonstrate that viewers were becoming more aware of the important thematic. impact that female characters had on the plot . The drama scenes in Pakistan was developing, Highlighting the significance of adjusting to the shifting social circumstances. Ijaz (2018) Conducted a research about the effect of TV dramas on perception of young viewers of the Lahore universities. Aim of the study to Access the effects of TV dramas on the perception of youth viewers especially focusing on university female student in lahore. Researchers used quantitative approach was employed targeting students from various universities . TV dramas significantly impact viewers perception influencing their viwes on social issues relationship and cultural practices. The conclusion of this Study dramas play a important role in shaping the attitude and behavior of young female viewers.

Shehryar (2020) Conducted a research of TV dramas on social cultural values of Faisalabad city. Aim of the study was to explore the relationship among TV dramas and social cultural values of Pakistani citizens using quantities research designs, the researcher conducted a survey and data was collected from (n= 284) respondents who were regular dramas viewers. The researchers collected data equally from males and

females. Study found that TV dramas are foreign culture and not presenting Pakistani culture in TV dramas. His study concluded that TV dramas are not promoting local culture but Indian and European culture in Pakistan.

Warrich et al., (2022) conducted a research about impact of Pakistani TV dramas on the social values of Pakistan. The aim of the study that TV dramas influence on Pakistani social values. Pakistani TV dramas had an impact on societies cultural values way of life and custom. The study included 600 participants, ages 18-60 and was carried out in Lahore, Gujrat and Islamabad. The majority of respondents were married are single, between the ages of 18 -30 , and had intermediate level of education. The study was analyzed by the research using quantitative techniques and cultivation analysis. To evaluate group variances, the one way ANOVA test and post -hoc Tukey values were used. In order to maintain cultural practices. It is advised that PEMRA keeps an eye on the social and psychological consequences that youngsters watch on TV dramas.

Pervaiz, (2023) Conducted a research effects of TV Dramas on Pakistani Culture. The aim of the study was effect of TV dramas on Pakistani culture values and social behaviour, specifically at Behria university Islamabad. Researcher used survey method in the study collected data from university student to assess their views on cultural change influenced by TV dramas. They found that TV dramas significantly impact social norms often reflected modern societal norms and values. Conclusion of the study highlighted the growing influence of media on shaping cultural identity and the need to assess this impact.

Amin and Tabassum (2020) Conducted Research about the portrayal of women in Pakistani Dramas and its impact on Pakistani society and culture. Aim of the study was to explore how Pakistani dramas play shaping cultural norms and values. Researchers used qualitative analysis of selected dramas, Surveys, and interviews to gather audience perception. Result of this study that such portrayals often reinforce negative stereotypes affecting women status and social behavior in Pakistani society.

Zia (2014) conducted a research about effects of dramas on Pakistan youth. Aim of the study was how effects TV dramas on young generation of Pakistan. This study based on survey method and data was collected from the post graduate student of university of Lahore including Punjab university Lahore college for women university through interviews. Study concluded that PTV was cultivating alien culture and norms.

Hussain et al., (2020) Conducted a research how influence of westernized culture on eastern women via TV dramas. The study was conducted to investigate the influence of westernized culture on eastern women via TV dramas and films. TV dramas and films played an important role in the lives of women and youth as they influenced their lifestyle, dressing sense, and language. In this research, the researcher sought to understand the influence of western culture on eastern women. Data was collected from a sample of 130 women in Lahore via an online questionnaire survey. Five research questions were developed, focusing on the influence of western culture on eastern women, their lifestyle, dressing sense, speaking style, and the duration of this influence. The researcher analyzed that women had choices regarding whether to be influenced or not, but noted that western culture was replacing eastern culture and playing an important role in people's lives through drama and film content. It was also observed that only a small number of women favored banning western content.

Qureshi et al., (2023) Conducted a research Impact of Pakistani TV dramas Geo and Hum dramas on language and culture of women. This research uses a survey as a data gathering instrument to look into the "Impact of Pakistani Geo and Hum TV Dramas on Language and Dressing of Women". This study is quantitative by nature. It targeted 400 men and women between the ages of 20 and 45 watching Geo and Hum programs on Television. The findings suggested that Geo and Hum TV dramas impacted women's language and attire. The hypothesis was put to the test using the chi-square statistical test. The percentage and frequency of answers were calculated using SPSS Software. The impact of Geo and Hum TV programs on women was studied using the Cultivation Theory. Results of the study showed that mass media, particularly television, had substantial effects on viewers' habits. The influence of Geo and Hum

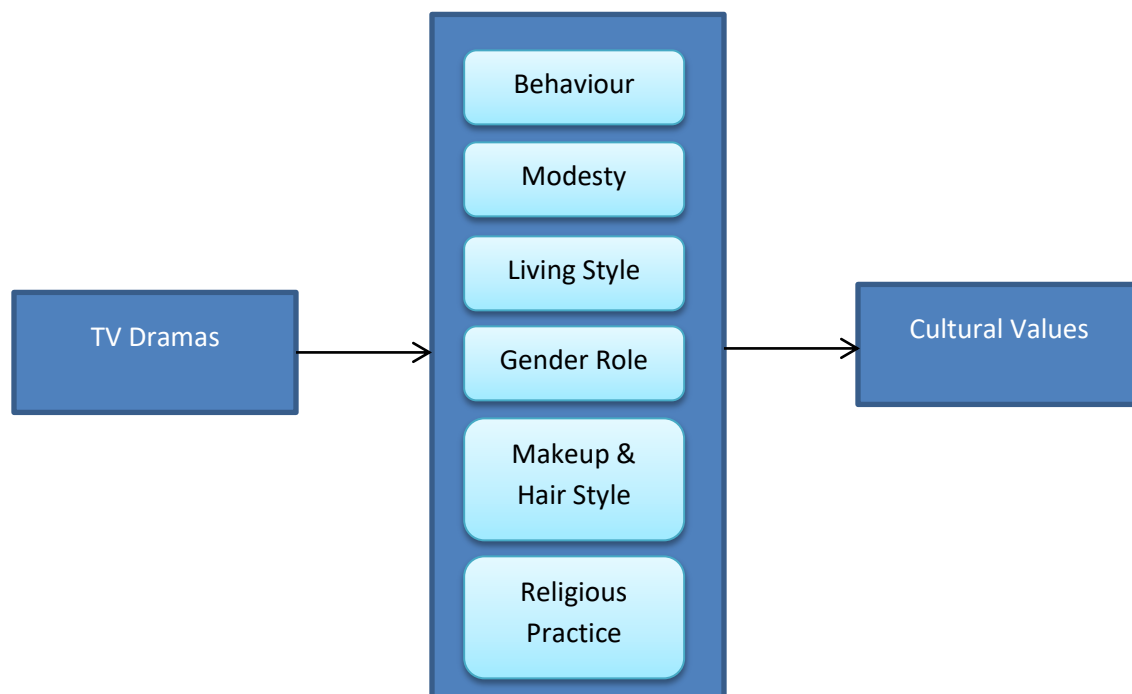
TV dramas on women increased significantly with the advent of cable and satellite communications. Private channels became a source of change in women's lifestyles.

2.1 Theoretical Framework

Cultivation Theory rests on the belief that prolonged exposure to television content could shape viewers' perspectives regarding social reality (Gerbner et al., 2002). The theory strengthens the media being an important means of socialization, especially where audiences constantly see a few narratives and representations. Television dramas can qualify as repetitive cultural texts and become instrumental in cultivating shared meanings about norms, behaviors, and identities over time (Morgan et al., 2015).

For the present study-Effects of Pakistani TV Dramas on Cultural Values of Young Females of Pakistan-Cultivation Theory becomes a primary reference to gauge how the dramatizations may hone in on gender role representations, family structures, and social expectations on immature female viewers. Since dramas usually depict modernized or dramatized versions of cultural values, frequency of viewing might lead young females to internalize a distortion or hybridization of value systems. The theory assists in understanding how television subtly and persistently influences the development of cultural orientations among young females in Pakistan.

Study Model & Variables



3. METHODOLOGY

The study comprises a quantitative research design wherein structured surveys study the dynamics between Pakistani television dramas and cultural values of young females in Pakistan. It addresses urban and rural settings, especially that of great metropolitan areas like Rawalpindi and Islamabad (Capital Territory) and rural regions of Punjab. The population of interest consists of women between the ages of 18 and 50 who regularly watch Pakistani TV dramas.

To represent the targeted population satisfactorily, non-probability (available and convenient) sampling was used. A sample size of 101 young female respondents was selected from among Pakistani citizens residing in the specified areas. The sampling strategy, therefore, aids the generalizability of findings to the larger population of young women in the country.

Data were collected through digital surveys, developed using tools such as Google Forms. The questionnaire was distributed to the target population through email and social media platforms to maximize response rates. The instrument included sections assessing demographic information, media consumption patterns, and perceived changes in cultural values.

The collected data were analyzed using statistical software such as SPSS. Descriptive statistics, including frequency distributions, mean scores, standard deviations, and percentages, were calculated to interpret the findings. The use of SPSS enabled the production of clear, reliable, and valid results that support a nuanced understanding of the data.

4. RESULTS

Table 1: *Demographics of the respondents*

Sr.	Question	Options	<i>f</i>	%
1.	What is your age?	18-22	43	42.6
		23-27	53	52.5
		28-32	4	4.0
		Above 32	1	1.0
		Total	101	100.0
2.	What is your qualification?	Matric or below	7	7.0
		Intermediate	21	21.0
		Bachelor	45	45.0
		Masters	17	17.0
		Above Masters	10	10.0
		Total	101	100.0
3.	How many hours do you spent watching TV on a typical day?	1 hour	67	66.3
		2-3hour	20	19.8
		3-4hour	6	5.9
		More than 4 hour	8	7.9
		Total	101	100.0

The demographic characteristics of the 101 respondents provide important context for interpreting the findings of this study. The first item assessed the age distribution of participants. A majority of the respondents (52.5%) were between the ages of 23 to 27 years, followed closely by 42.6% who fell within the 18 to 22 age bracket. A smaller proportion, 4.0%, belonged to the 28 to 32 age group, and only 1.0% were above 32 years of age. This indicates that the study primarily engaged a younger demographic, aligning with the research's focus on young females.

Regarding educational qualifications, 45.0% of the participants held a bachelor's degree, making it the most common level of education among respondents. This was followed by 21.0% who had completed intermediate-level education, 17.0% with a master's degree, and 10.0% with qualifications above the master's level. Only 7.0% had education up to matriculation or below, reflecting a generally well-educated sample.

In terms of television viewing habits, a significant portion (66.3%) reported watching television for approximately one hour per day. Meanwhile, 19.8% watched for 2–3 hours, 5.9% for 3–4 hours, and 7.9% viewed for more than four hours daily, suggesting varied but generally moderate media consumption among participants.

Table 2: Exposure to TV Dramas (Independent variables)

Sr.	Questions	Options	<i>f</i>	%	M	S.D
1.	Pakistani TV dramas accurately reflect the cultural values of Pakistani society.	Strongly disagree	7	6.9	104	1.041
		Disagree	21	20.8		
		Nuetral	30	29.7		
		Agree	36	35.6		
		Strongly agree	6	5.9		
2.	Watching Pakistani TV dramas influence my view on gender role.	Strongly disagree	8	7.9	104	1.046
		Disagree	12	11.9		
		Nuetral	23	22.8		
		Agree	51	50.5		
		Strongly agree	7	6.9		
3.	The portrayal of family dynamics in TV dramas align with traditional values of Pakistan.	Strongly disagree	5	5.0	103	1.037
		Disagree	20	19.8		
		Nuetral	23	22.8		
		Agree	45	44.6		
		Strongly agree	8	7.9		
4.	The behavior of female characters in Pakistani TV dramas influence how I view women role in society.	Strongly disagree	2	2.0	0.96	962
		Disagree	19	18.8		
		Nuetral	24	23.8		
		Agree	47	46.5		
		Strongly agree	9	8.9		
5.	Pakistani TV dramas encourage me to adopt or reflect on cultural tradition.	Strongly disagree	8	7.9	106	1.061
		Disagree	22	21.8		
		Nuetral	33	32.7		
		Agree	31	30.7		
		Strongly agree	7	6.9		
6.	I believe TV dramas over emphasize love stories and relationships.	Strongly disagree	3	3.0	100	1.003
		Disagree	10	9.9		
		Nuetral	25	24.8		
		Agree	43	42.6		
		Strongly agree	20	19.8		

The survey responses highlight key perceptions regarding the cultural and social influence of Pakistani television dramas on young female viewers. When asked whether TV dramas accurately reflect Pakistani cultural values, a considerable proportion of participants either agreed (35.6%) or remained neutral (29.7%), while 20.8% disagreed. The mean response was moderately positive with a standard deviation (S.D) of 1.041, indicating a fair level of variation in opinion.

Regarding the influence of dramas on perceptions of gender roles, over half (50.5%) agreed, suggesting a significant impact, while only 19.8% disagreed. This item recorded a mean score reflective of agreement and a S.D of 1.046, implying a consistent trend among respondents.

Similarly, when assessing the alignment of family portrayals in dramas with traditional Pakistani values, 44.6% agreed, and the mean response supported this alignment (S.D = 1.037). Notably, 46.5% also felt that female characters influenced their views on women's societal roles.

Furthermore, 30.7% agreed that TV dramas encourage reflection on cultural traditions, while 32.7% were neutral. Lastly, a strong sentiment (42.6% agree, 19.8% strongly agree) emerged around the belief that

dramas overemphasize love and relationships, suggesting some discontent with thematic redundancy (S.D = 1.003).

Table 3: *Dramas' impact on culture values.*

Sr.	Questions	Options	<i>f</i>	%	M	S.D
1.	Pakistani TV dramas influenced my perceptions of traditional wedding customs.	Strongly disagree	6	5.9	100	1.004
		Disagree	17	16.8		
		Nuetral	30	29.7		
		Agree	42	41.6		
		Strongly agree	6	5.9		
2.	TV dramas encourage adherence to traditional family celebrations.	Strongly disagree	3	3.0	087	874
		Disagree	11	10.9		
		Nuetral	35	34.7		
		Agree	46	45.5		
		Strongly agree	6	5.9		
3.	Watching Pakistani TV dramas has reinforced my preference for traditional Pakistani attire.	Strongly disagree	2	2.0	089	886
		Disagree	16	15.8		
		Nuetral	30	29.7		
		Agree	45	45.5		
		Strongly agree	5	5.0		

The results further explore how Pakistani television dramas impact young females' perceptions of cultural customs and practices. When respondents were asked whether TV dramas influenced their perceptions of traditional wedding customs, a significant portion (41.6%) agreed, while 29.7% remained neutral. Only 22.7% disagreed or strongly disagreed. The mean response indicates moderate agreement, with a standard deviation (S.D) of 1.004, reflecting moderate variability in responses.

In terms of encouragement toward traditional family celebrations, 45.5% of the respondents agreed and 34.7% remained neutral, suggesting that dramas may subtly reinforce cultural participation. A small proportion (13.9%) disagreed with this notion. The consistency of responses is evident from the relatively low standard deviation (S.D = 0.874), indicating limited divergence in opinion.

Finally, when assessing the influence of dramas on preferences for traditional Pakistani attire, 45.5% of participants agreed, and 29.7% were neutral. Only 17.8% expressed disagreement. The mean score suggests positive reinforcement of traditional dress norms, while the standard deviation (S.D = 0.886) suggests moderate consensus among respondents.

These findings underscore the role of Pakistani dramas in subtly shaping cultural identity through portrayals of customs, celebrations, and attire, contributing to the reinforcement of traditional values among young female viewers.

Table 4: *TV Dramas' impact on (Behavior)*

Sr.	Questions	Options	<i>f</i>	%	M	S.D
1.	The female character in Pakistani TV dramas inspires my attitude.	Strongly disagree	12	11.9	113	1.139
		Disagree	22	21.8		
		Nuetral	22	21.8		
		Agree	40	39.6		
		Strongly agree	5	5.0		

2.	Pakistani TV dramas influence that how I interact with my family and friends.	Strongly disagree	11	10.9	109	1.093
		Disagree	19	18.8		
		Nuetral	26	25.7		
		Agree	41	40.6		
		Strongly agree	4	4.0		
3.	My emotional response is influenced by the action of character in TV dramas.	Strongly disagree	9	8.9	107	1.071
		Disagree	18	17.8		
		Nuetral	29	28.7		
		Agree	39	38.6		
		Strongly agree	6	5.9		

This section of the survey investigates the psychosocial and emotional impact of female characters portrayed in Pakistani television dramas on young female viewers. When asked whether female characters inspire their attitudes, 39.6% of respondents agreed, and 21.8% were neutral. However, a considerable portion (33.7%) expressed disagreement. Despite this mixed response, the overall mean suggests a tendency toward agreement, while the relatively high standard deviation (S.D = 1.139) indicates a wide variance in individual perspectives.

With regard to interpersonal influence, particularly in how viewers interact with family and friends, 40.6% of participants agreed that dramas shape these dynamics, while 25.7% remained neutral. A combined 29.7% disagreed or strongly disagreed. The mean response leans toward agreement, with a standard deviation of 1.093, reflecting moderate variability in opinion.

Furthermore, emotional engagement emerged as a notable theme. When participants were asked whether their emotional responses are influenced by the actions of characters in dramas, 38.6% agreed and 28.7% remained neutral. This suggests a significant level of emotional identification with on-screen narratives. The relatively low S.D of 1.071 supports the consistency of this response.

Overall, these findings underscore the role of televised female characters in shaping not only attitudes and emotions but also interpersonal behavior among young female viewers.

Table 5: TV Dramas' impact on (Makeup & Hairstyle)

Sr.	Questions	Options	f	%	M	S.D
1.	The makeup trends shown in Pakistani TV dramas influence how I apply makeup.	Strongly disagree	7	6.9	111	1.120
		Disagree	21	20.8		
		Nuetral	17	1.8		
		Agree	46	45.5		
		Strongly agree	10	9.9		
2	The traditional hairstyle shown in TV dramas appeal to for special occasion.	Strongly disagree	4	4.0	100	1.006
		Disagree	15	14.9		
		Nuetral	21	20.8		
		Agree	50	49.5		
		Strongly agree	11	10.9		
3	I prefer to style my hair like the actresses I admire in TV dramas.	Strongly disagree	11	10.9	121	1.212
		Disagree	22	21.8		
		Nuetral	18	17.8		
		Agree	38	37.6		
		Strongly agree	11	10.9		

The data reveal the extent to which Pakistani television dramas influence the beauty and styling choices of young female viewers. When asked whether makeup trends shown in dramas affect their own makeup

application, 45.5% of participants agreed and 9.9% strongly agreed, indicating a substantial influence. Only 27.7% disagreed or strongly disagreed. The mean value suggests general agreement, while the standard deviation (S.D = 1.120) reflects moderate variation in responses.

Similarly, the appeal of traditional hairstyles as presented in TV dramas was acknowledged by a majority of respondents. Nearly half (49.5%) agreed and 10.9% strongly agreed that such styles are appealing for special occasions, while only 18.9% expressed disagreement. The low standard deviation (S.D = 1.006) indicates a consistent pattern of responses across the sample.

Furthermore, when asked about emulating actresses' hairstyles, 37.6% of respondents agreed and 10.9% strongly agreed that they prefer to style their hair similarly. Nonetheless, 32.7% disagreed, and 17.8% remained neutral, indicating a more divided response. The highest standard deviation in this section (S.D = 1.212) suggests considerable individual differences in the adoption of styling practices.

These findings illustrate the influential role of media representation in shaping personal grooming and aesthetic preferences among young Pakistani women.

Table 6: TV Dramas' impact on (Living Style)

Sr.	Questions	Options	f	%	M	S.D
1.	TV dramas affect my preference for home decors.	Strongly disagree	4	4.0	099	983
		Disagree	14	13.9		
		Nuetral	22	21.8		
		Agree	50	49.5		
		Strongly agree	9	8.9		
2.	TV dramas has encouraged me to embraced or reject certain cultural life style.	Strongly disagree	9	8.9	109	1.085
		Disagree	19	18.8		
		Nuetral	30	29.7		
		Agree	35	34.7		
		Strongly agree	7	6.9		
3.	The portrayal of family life in TV dramas influenced my expectations for my own family dynamics.	Strongly disagree	6	5.9	103	1.023
		Disagree	19	18.8		
		Nuetral	28	27.7		
		Agree	40	39.6		
		Strongly agree	6	5.9		

The influence of Pakistani television dramas extends into the domestic sphere, shaping preferences related to home decor, cultural lifestyle, and family expectations among young female viewers. When asked whether TV dramas affect their preference for home decor, nearly half (49.5%) agreed and 8.9% strongly agreed. Only 17.9% expressed disagreement, while 21.8% remained neutral. The overall mean response indicates general agreement, and the relatively low standard deviation (S.D = 0.983) reflects a moderate level of consensus among participants.

Regarding cultural lifestyle choices, 34.7% agreed and 6.9% strongly agreed that dramas encouraged them to either embrace or reject certain cultural norms. However, 27.7% were neutral, and a total of 27.7% disagreed or strongly disagreed. The mean score leans toward agreement, while the S.D (1.085) reflects some variability in attitudes, possibly due to differing interpretations of cultural messaging in media.

Finally, the portrayal of family life in TV dramas appears to significantly influence expectations about real-life family dynamics. A combined 45.5% of respondents agreed or strongly agreed with this statement, while 27.7% remained neutral. The consistency in responses is reflected in the low standard deviation (S.D = 1.023), underscoring the psychological and cultural resonance of on-screen family portrayals.

Table 7: TV Dramas' impact on (Gender roles)

Sr.	Questions	Options	<i>f</i>	%	M	S.D
1.	TV dramas reinforce traditional gender role in society.	Strongly disagree	1	1.0	085	845
		Disagree	10	9.9		
		Nuetral	32	31.7		
		Agree	47	46.5		
		Strongly agree	10	9.9		
2.	I believe Pakistani TV dramas often challenge stereotypes about gender role.	Strongly disagree	3	3.0	190	904
		Disagree	10	9.9		
		Nuetral	29	28.7		
		Agree	49	48.5		
		Strongly agree	9	8.9		
3.	Watching TV dramas has influence my expectations about male and female responsibilities.	Strongly disagree	6	5.9	099	989
		Disagree	11	10.9		
		Nuetral	20	19.8		
		Agree	56	55.4		
		Strongly agree	7	6.9		

This section evaluates how Pakistani television dramas shape viewers' perceptions of gender roles and societal expectations. A significant majority (46.5% agree; 9.9% strongly agree) indicated that TV dramas reinforce traditional gender roles, with only 10.9% expressing disagreement. The mean response supports this trend, while the low standard deviation (S.D = 0.845) suggests a strong consensus among respondents.

Interestingly, when asked whether dramas challenge gender stereotypes, 48.5% agreed and 8.9% strongly agreed, while 28.7% were neutral. This finding indicates that a considerable proportion of viewers perceive dramas as offering more progressive narratives alongside traditional depictions. The consistency of this belief is supported by a relatively low S.D of 0.904.

Finally, the majority of respondents (55.4% agree; 6.9% strongly agree) stated that watching TV dramas influenced their expectations about male and female responsibilities in society. Only 16.8% disagreed or strongly disagreed. This item yielded a mean indicating moderate agreement and a standard deviation (S.D = 0.989), suggesting some variation in the level of influence perceived.

These findings reflect that while Pakistani TV dramas predominantly reinforce traditional gender roles, many viewers also perceive them as evolving spaces where gender norms are occasionally contested or reshaped.

Table 8: TV Dramas' impact on (Modesty)

Sr.	Questions	Options	<i>f</i>	%	M	S.D
1.	TV dramas encourage modest behavior and dressing.	Strongly disagree	4	4.0	104	1.040
		Disagree	15	14.9		
		Nuetral	23	22.8		
		Agree	44	43.6		
		Strongly agree	14	13.9		

2.	Watching TV dramas has influenced my personal sense of modesty.	Strongly disagree	5	5.0	100	1.007
		Disagree	22	21.8		
		Neutral	33	32.7		
		Agree	34	33.7		
		Strongly agree	7	6.9		
3.	Pakistani TV dramas challenge traditional notion of modesty.	Strongly disagree	3	3.0	086	866
		Disagree	9	8.9		
		Neutral	35	34.7		
		Agree	47	46.5		
		Strongly agree	7	6.9		

This section investigates the perceived influence of Pakistani television dramas on modest behavior and cultural norms surrounding modesty. A majority of respondents (43.6% agreed; 13.9% strongly agreed) believed that TV dramas encourage modest behavior and dressing, while only 18.9% disagreed or strongly disagreed. With a relatively low standard deviation (S.D = 1.040), these responses suggest a consistent pattern indicating that dramas are seen as reinforcing modest conduct.

In terms of personal internalization, 33.7% of participants agreed and 6.9% strongly agreed that their personal sense of modesty has been influenced by watching dramas, while a considerable portion (32.7%) remained neutral. A smaller group (26.8%) disagreed or strongly disagreed. The standard deviation (S.D = 1.007) points to moderate consistency in responses.

Interestingly, when asked whether Pakistani TV dramas challenge traditional notions of modesty, a large proportion (46.5% agreed; 6.9% strongly agreed) supported this claim, while only 11.9% disagreed. This suggests a dual role of dramas: while they may promote modesty in form, they also introduce narratives that subtly question or redefine traditional expectations. The mean responses and a low standard deviation (S.D = 0.866) indicate a balanced but significant perception shift.

Table 9: *TV Dramas' impact on (Religious Practices)*

Sr.	Questions	Options	f	%	M	S.D
1.	Watching Pakistani TV dramas has reinforced my adherence to religious customs	Strongly disagree	21	20.8	119	1.187
		Disagree	19	18.8		
		Neutral	31	30.7		
		Agree	23	22.8		
		Strongly agree	5	5.0		

The influence of Pakistani television dramas on religious customs and values appears to be relatively nuanced among young female viewers. When asked whether watching such dramas has reinforced their adherence to religious customs, responses were diverse. While 30.7% of respondents remained neutral, 22.8% agreed and 5.0% strongly agreed. However, a notable 20.8% strongly disagreed and 18.8% disagreed with the statement. This distribution suggests a polarized perception regarding the religious messaging conveyed through television content.

The calculated mean indicates a slight leaning toward neutrality, while the relatively high standard deviation (S.D = 1.187) reflects substantial variability in responses. This divergence may stem from differences in religious orientation, personal values, or the variability in the religious content depicted across different dramas. While some viewers may find certain narratives reinforcing traditional or religious ideals, others may perceive them as lacking spiritual relevance or even contradicting religious norms.

Overall, this finding indicates that while Pakistani TV dramas do influence cultural and social values to a significant extent, their role in reinforcing religious adherence is perceived inconsistently across the sample population.

5. DISCUSSION

Current research deal with the Effects of Pakistani TV dramas on cultural values of young females of Pakistan. Dramas plays a significant role in entertainment, shaping cultural norms, perceptions, and behaviors of Pakistani women. Mostly the Dramas in Pakistan shows the caretaker role of women. This way drama stories teaches the women to handle the family daily life routine. Additionally in this sense ladies get the manners to teach the children in the proper way. Pakistani Dramas compare the educated and non-educated women and leave a silent message in women's minds that education is the key to success in girls life to make a happy family. When they adopt the educated culture ultimately it impacts on the children and whole family. Pakistani dramas are the best source of women education steward and elecendre (2016)The actresses always looks beautiful and attractive with their perfect dressing, makeup and use of jewelry, So it impacts the women to adopt the good things to enhance their personality.TV dramas are the keys by which ladies can get knowledge of communication (hadean, 2009).When the ladies see the strong family bonds and new culture in the dramas they try to copy that culture to make a strong bond with parents and their partners, it's most important impact of dramas that helps the society to live a happy life. Many dramas emphasize the luxury glamour life style; it encourages the women to struggle for the wealth by using their talents. In Rural areas, Pakistani women are not educated and they don't know about their rights and even the values, so through dramas they get the message that if they are not getting their rights, what they can do, which are the sources that can help them to make their life easier. It is the primary means of communication to reach the majority of general public (Gripsrud, 2004).In some modern Pakistani dramas, there has been a shift towards the portraying women as independent, strong and challenging traditional norms. In this way, women are encouraged that they can do anything to achieve the dreams in life by the struggle towards the goals.

In summary, this research confirms the applicability of Cultivation Theory, indicating that prolonged exposure to TV dramas influences viewers' perceptions of cultural norms, social behavior, and personal identity. It emphasizes the urgent need for culturally conscious content regulation and educational awareness campaigns to preserve indigenous cultural values while navigating media influences.

6. CONCLUSION

The current research offers strong support for the claim that Pakistani TV dramas have a multifaceted impact on the lives of viewers, especially young women. It seems that these dramas shape cultural values, gender relations, family relationships, influence fashion, personal grooming, and even habitual behaviors like speaking and interacting. Respondents noted that their preferences and attitudes underwent change due to repeated exposure to content, which hints that television dramas act as a powerful tool in molding social norms and expectations.

A majority of the audience surveyed notably accepted the fact that TV dramas do, at some point, try to imitate and intensify the customs and traditions, particularly the family unit and social practices. However, along with this, a good number of the participants also expressed the belief that dramas tend to fight more with the old concepts, especially at the level of the microcosm with regards to women's rights and the control exercised over them. This contradiction describes a situation where not only are the TV dramas preserving some aspects of the culture, but they are also fostering cultural change by showing different ways of living and presenting various modern lifestyles

A third notable finding is the impact of dramas on the aesthetic aspects of life such as clothing, hairstyles, and house interiors, suggesting that media is not mere reflection but creates and directs social and fashion trends. Viewers also mentioned how emotionally engaging the characters were, and how they impacted viewers' thoughts, actions, and social life.

Moreover, It is suggested that the audience are divided in their reactions towards cultural values presented in dramas, one group tends to accept these values while another group tends to cynically review

characters who have become “modern” indulging in western way of thinking, this in turn raises fears of traditional culture values has been undermined.

Overall, the study finds that in Pakistan television dramas act as both mirrors and sculptors of society; they reflect the status quo but at the same time initiate new attitudes and trends in society. This dual function requires responsibility both on the part of the writers and producers of the programmes as well as the regulatory bodies, that media contribute positively to social and cultural development.

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