
IMPACT OF PAKISTANI URDU TV DRAMAS ON WOMEN'S FASHIONS IN KARACHI

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ABSTRACT

In the field of media, drama is being considered as one of the most important parts in Pakistan and it is much popular among the female for adopting new fashion styles. The objective of the study is to assess role of Urdu TV dramas in adopting modern fashion styles and its impact on cultural change and promoting western culture through watching Urdu TV dramas. In the present study, a total 250 respondents residing in south and central district of Karachi have been recruited for data collection through well-structured questionnaire. Results show that through watching Urdu TV dramas females are adopting new fashion styles of clothes, jewelry, shoes and hand bags. Western culture, modern dressing, new fashion trends, luxurious living styles, eating habits and cultural changes are being promoted. It is suggested that PEMRA should broadcast dramas, related to the ethics and values of Pakistani culture and society..

Keywords: Role, Urdu Drama, Female, Adopting Fashion

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INTRODUCTION

Drama is a one of the best sources of entertainment for the people in recent era. Drama explores the human feelings, attitude, behavior and emotions in a dramatic way. Dramas give a picture of the actuality in a dramatic way which makes a concern of watcher in such an acquisitive way people feels the acts like performing themselves. Due to television power of influence, there is always controversy regarding its content and effect as well caused consequences since from its invention to yet. Influence and impact on its viewers remain a fiery topic among audience as well in professionals since from the start of Television broadcasting (Aslam *et al.*, 2015).

In the field of media drama is being considered one of the most important parts in Pakistan. Pakistani dramas are much popular among the Pakistani community specially youth. Now adays it is being considered the drama culture in Pakistan today. Nowadays, everywhere people seem to talk about the stories, acting, style and fashion being displayed on dramas. In the initialera of Pakistani drama, people use to talk about the stories and acting of the dramas but with the latest technology and modern techniques a revolution has been brought in Pakistani dramas. Western culture, modern dressing, new fashion trends, luxurious living styles, eating habits and cultural changes are being promoted through dramas. That is why people of different age group take interest to talk about the stories of dramas (Malik, H. 2017).

Now a day's Pakistani dramas has a great impact on the mind's Pakistani community. Pakistani dramas channel is promoting western culture and they are in competition with far-offnations dramas industry.Social and cultural changes have taken place in Pakistan due to representing western culture in dramas.Malik, H. (2017) revealed in his study that the audiencesdiscriminate this evolving change such as; male artistes are appearedhugging and handshaking with female performers, adolescence in total western dress style,detachment from spiritualethics, class struggle on the basis of supremacy, money and status then they try to implement these cultural and social changes or they become psychologicallyabundant which is apreliminary step towards the cultural and social change.

The events of happiness and grief are also being celebrated with the modern norms, values and traditions. New things are being adopted according to the modern norms and customs. With the concept of modernism Pakistan has experienced variety of new things in Pakistani society.

According to the finding of Naqvi (2016) now a day's dramas are displaying and promoting western culture which is totally against the culture and traditions of Pakistani society. Elopements and extra-marital relationships are also being displayed in Pakistani dramas which are the factors in deviating the Pakistani culture. Pakistani dramas stories and characters have crossed the limit and people feel reluctant to watch dramas with their families.

Statement of the Problem:

The objective of this study is to find out the influence of Urdu TV dramas among the womenin Karachi, while adopting fashion in their daily lives. It has been considered that Urdu TV dramas are a rich source of entertainment, especially for the women. These dramas have a great impact on the lives of the females and it has brought changes in their life. New trends and fashions are being introduced through Urdu TV dramas and through watching these dramas women get inspired and they adopt these new fashions.

Goal of the Study:

The objective of this investigation is to determine the role of Urdu TV dramas in adopting fashion among female in Karachi.

Specific Objectives:

- To explore that how the female of Karachi adopt fashion through watching Urdu TV dramas
- To determine the impacts of watching Urdu TV dramas on cultural change among the female in Karachi.
- To determinethe impact of watching Urdu TV dramas for the promotion of western culture among the females in Karachi.

Research Questions:

The current study is grounded on the following research questions:

1. How do the females of Karachi adopt fashion through watching Urdu TV dramas youth in their daily lives?
2. What are the impacts of watching Urdu TV dramas on cultural change of female in Karachi?
3. What are the indicators of fashion being adopted through watching Urdu TV dramas among the female in Karachi?

Justification of the Study:

Results of the present research will be much helpful to determine the role of Urdu TV dramas in adopting fashion among female in Karachi.

Scope of the Study:

Present research identifies the role of Urdu TV dramas in adopting fashion among female in Karachi. This study will limit itself only to the female in Karachi. The study will focus itself only district south and central Karachi.

Limitations of the Study:

There is aincomplete literature available on the role of Urdu TV dramas in accepting fashion among female in Karachi. Additionalprobable limitation is privacy concern regarding female point of view as they might feel reluctant to provide accuratedata. The investigator will disclose that the purpose of current study is purely academic.

Literature Reviews:

Kothari (2006) explored in his research that with the invention of television in Pakistan dramas have become a great source of entertainment for the people and it has got widespread popularity in the Pakistan. Kim and Lee (2008) revealed in his studies that brand recall, brand attitude and buying objective of the product placed on TV drama are being affected by fashion involvement, self-consciousness and clothing interest. Findings of the study reveal that TV drama had a significant influence on buying intention by watching new fashion trends.

Hassan and Khalid (2014) determined that the influence of Indian dramas on language and dressing of women are very profound. Results of the study determine that Indian dramas are promoting their culture in our society.

From abortion of pregnancies to additional marital activities, from unlawful children and abandonments, we have been showing to all categories and stages of ridiculous content in these dramas in the name of modernization. Even decent relations are not secure.

It is also highlighted in one of the study findings that people adopt new marriage ceremony celebrations trends now a days and they take much interest that their marriage ceremony and other functions of the happiness should be celebrated according to the new trends which are being displayed in dramas representing the western culture because marriage ceremony is one of the most important event of the life. (Rajvanshi & Uniyal, 2014).

Morgan (2015) determined that most women will be embarrassed of making a 'must-have' shopping some times in their lives, only for it to be shortly displaced to the backs of their apparels, price tag undamaged. But it turns out that this extravagant attitude is inferior than we originally alleged. Fashionable women have assumed a 'wear it once culture' when it comes to their apparels, wearing items only a few times useable before considering them 'old', according to new research. This investigation revealed that almost 33% of women consider clothes 'old' after wearing them fewer than three times. The main explanations given for abandoning new purchases were changes in weight (49%) and disregarding clothes bought on a notion (23%).

Kaleem-ullah (2016) revealed that the television can play the role of culture promoting medium but in the same way it can also play the role of culture violating tool. This medium has grabbed attention of many viewers since decades due to variety of programs but dramas of private TV channels gain high viewership as compare to other programs. On these channels, dramas of other countries have also been shown which does not only entertain but bring their culture with them to our society. The results of investigation proved that private TV dramas affect the social and spiritual system of Pakistan. Moreover, brings culture of far-off countries to Pakistan besides destructive its own culture.

Malik, H. (2017) discovered that the perception of modernization has transported so many deviations not only in the Western world but also triumphed over the East. Modernism is always related with approximately new, something missing from the previously existed and something that has swapped the old culture, customs and believes. Modernism has transformed so many variations in every arena of the life particularly in the ground of media. Typically, the term 'modern' is linked with the Western culture and civilization but with the time it has expanded its lineages to the whole world. The influences of modernization can be seen in each and every turf. On the one hand it is viewed as evolution but on the other hand it is measured as demolition of humankind. Mass media is considered as the greatest significant factor involved in diffusion of innovation of contemporary believes and traditions among the people all over the World. In Pakistan role of mass media is very noteworthy in order to endorse Modernization by creating Western representation of society and the characters.

Research Methodology:

This study was intended to investigate the role of Urdu TV dramas in adopting fashion among female in Karachi. Karachi is the major city of Pakistan and almost 24 million people are residing in this city. People from different parts of Pakistan are living in this city. Researcher selected south and central district of Karachi. This study adopted quantitative research methodology as study and data were collected through well-structured questionnaire. The non-probability convenient

sampling technique was assumed for data collection. Researcher recruited 250 respondents for data collection of the present study. Data analysis were done by SPSS an appropriate statistical formula software. After data analysis, it is presented in the shape of appropriate charts and graph by researcher.

Results and Discussion:

Table 4.1 indicates the socioeconomic features of the respondents in which it is emphasized that fifty six (56.4%) of the watching Urdu dramas females were married and forty three (43.3%) were unmarried.

Here data shows that, 38.4% of the watching Urdu TV dramas respondents are from nuclear family, 59.2% are from joint family and 2.4% of the respondents are from extended family.

It is also indicated in the table that majority of the watching Urdu dramas 29.8% female were doing their private job, 23.2% were students and 25.2% respondents were house wife.

This table 4.2 shows the factors which are associated with the adoption of fashion in which it is indicted that that majority of the respondents i.e. more than eight (8.8%) were those respondents who spend less than 1 hour in a day on watching Urdu drama , more than fifty one (51.6%) of the respondents spend 1-2 hours in a day on watching Urdu TV drama, more than thirty five (35.6%) of the respondents spend 3-4 hours in a day, more than one (1.6%) of the respondents spend 5-6 hours in a day and more than two (2.4%) of the respondents spend more than 7 hours in a day on watching Urdu TV drama in day. It means that respondents will adopt much fashion trends, when they spend more times on watching Urdu TV drama in a day.

Results of the table also shows that more than twenty (20.4%) of the respondents watch Hum TV drama channel, more than twenty-three (23.2%) of the respondents watch Geo TV, more than two (2.8%) of the respondents watch A Plus TV, more than eleven (11.2%) of the respondents watch PTV Home, sixteen 16.8% of the respondents watch Geo Kahani TV channel and more than twenty-five (25.6%) of the respondents watch ARY Digital TV drama channel.

Table 4.3 shows the indicator of fashion adopted by respondents through watching Urdu TV drama channel. Results of the table indicate that majority of the respondents more than forty-eight (48.8%) and forty-six (46.0) said that they strongly agree and agree respectively that they watch Urdu TV drama for adopting fashion.

Table 4.4 determines the response of the respondents regarding adopting wedding ceremony with new style. Results of the table shows that mainstream of the respondents more than twenty-six (26.8%) and forty-eight (48.8%) respondents said that they strongly agree and agree respectively that they watch Urdu TV drama for adopting wedding ceremony with new style.

Table 4.5 computes the response of the respondents regarding variable of adopting celebration of festivals through watching Urdu TV drama. Results of the table showed that common of the respondents more than thirty-one (31.6%) and forty seven (47.2%) said that they strongly agree and agree respectively that they watch Urdu drama for adopting celebrations of festival.

Table 4.6 shows the results about urdu tv dramas are promoting western culture. Majority of the respondents more than thirty-seven (37.6%) and forty-four (44.4%) respondents said that they strongly agree and agree respectively that Urdu drama is promoting western culture.

Table 4.7 also shows that majority of the respondents more than forty-five (45.6%), forty-three (43.2%) said that they strongly agree and agree respectively that they are adopting new jewelry fashion through watching Urdu drama.

Table 4.8 computes respondent's frequency of response according to their perception toward adopting new clothes fashion through watching Urdu TV dramas. Results of the table highlights that majority of the respondents more than forty-four (44.4%), forty-five (45.6%) said that they strongly agree and agree respectively that they are adopting new clothing fashion through watching Urdu drama.

Table 4.9 develops respondents' frequency of response according to their perception about expenditure of females has increased by adopting different fashion trends through watching dramas. The results of the table highlight that through watching Urdu TV dramas expenditure of the female has been increased. Majority of the respondents respond strongly agree 34.0%, followed by 32.0% agree and 25.6% of the respondents said that as such they don't think so that watching Urdu dramas have increased their expenditure.

Data in the table 4.10 shows relationship between watching Urdu drama for fashion and expenditure of family has been increased; for examination the relationship between two variable chi square tests is done. The value of chi square is (93.857^a) which is greater than its value at 16 degree of freedom and calculated P value is statistically shows highly significance at 0.000 values. Therefore, the alternate hypothesis accepted "There is a significant relationship between watching Urdu drama for fashion and expenditure of family has increased" is extremely statistically acknowledged at the 0.000 level of significance.

The association as specified by the value of co-efficient of correlation is .522 which demonstrations a robust association between these two variables.

Hypothesis – 2: There is a significant relationship between watching Urdu drama for fashion and females are adopting different fashion of jewelry

Table 4.11: Cross tabulation between watching Urdu drama for fashion and expenditure of family has increased

Watching Urdu drama for fashion	Due to watching Urdu drama females are adopting different fashion of jewelry					Total
	Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Strongly agree	53	56	13	0	0	122
Agree	60	43	11	1	0	115
Neutral	1	5	1	0	0	7
Strongly disagree	0	4	0	0	0	4
Disagree	0	0	0	1	1	2
Total	114	108	25	2	1	250

Chi square: 198.092^a; Degree of Freedom: 16; Sig Level: 0.000;

Co-efficient of Correlation: .665; Sig Level: 0.000

Data in the table 4.11 displays association between watching Urdu drama for fashion and females are adopting fashion of jewelry; for examination the two-independence variable chi square tests is done. The value of chi square is (198.092^a) which is superior than it values at 16 degree of freedom and calculated P value is statistically displays highly significance at 0.000 values. Therefore, the alternate hypothesis accepted “There is a noteworthy association between watching Urdu drama for fashion and females are adopting fashion of jewelry is extremely statistically accepted at the 0.000 level of significance.

The association as indicated by the value of co-efficient of correlation is .665 which displays a strong association between these two variables.

Conclusion & Recommendations:

Current scholarly work discovered the role of Urdu dramas in acceptance of fashion among female in Karachi. In Past days people would sit together and watch Pakistani dramas. The theme of the dramas of old times was such that they were watched and cherished not only in Pakistan but also by people in all over the world. But the mass media industry of today only intends to be concerned in deserting our cultural and social norms. Instead, today we get to see the not so moving story lines that seem to be inspired by Indian soaps. What is inferior is that our TV channels broadcast things that are in direct incongruity with our cultural and social norms. Present study indicates that female watch Urdu TV dramas for adopting fashion like celebrations of festival, wedding ceremony with new style, new jewelry and clothing fashion. It is also an alarming that most of the respondents said that Urdu dramas now a day are promoting western culture as well.

By ensuing in the tracks of international mass media, we are deliberately or accidentally abolishing our own culture and consequently, losing our own

uniqueness. This fascination with competing with somewhat that does not characterize us as far as our social norms and culture is concerned needs to be addressed on an urgent basis because it has a direct influence on the attitude of our younger cohort.

Major Findings:

Following are the major finding of the study.

- Majority of the respondents (60.0%) said that they strongly agreed watch Urdu drama for entertainment, 48.8% respondents said that they strongly agreed watch Urdu dramas for adopting fashion, they agreed watch Urdu dramas for adopting new eating styles (60.0%).
- The results showed that 48.8% respondents they agreed watch Urdu dramas for watching wedding ceremonies with new styles, 47.2% respondents they agreed watch Urdu dramas for watching celebration of festivals.
- The results showed that 44.4% respondents they agreed that Urdu dramas are promoting Western culture / other cultures
- The results showed that 45.6% respondents strongly agreed that females are adopting different fashion of jewelry through Urdu dramas, 45.6% respondents agreed that females are adopting different fashion of clothes through Urdu dramas and 48.4% respondents agreed that females are adopting fashion of shoes through Urdu dramas
- The results showed that 43.6% respondents agreed that females are adopting fashion of purse caring through Urdu dramas, majority of the respondents (55.2%) strongly agreed that females are adopting fashion of makeup through Urdu dramas and 40.8% respondents agreed that females are adopting fashion of brands through Urdu dramas
- The results showed that 34.0% respondents strongly agreed that Urdu dramas expenditures of female has been increased

Study Suggestions:

This study concludes that mass media industry must understand the influence of such belongings can have on our society; all those stakeholders with this industry have an enormous responsibility on their shoulders to patch their ways for a recovering society. Since the Pandora box is already open, it won't be easy to solve the issue rapidly. But one of the stages that can be engaged directly by the mass media is to commence having maternal direction rating for all the programs being aired by national and private TV channels so that the audiences can at least distinguish which type of program they aim to watch falls under. Hence individuals need to recognize that it is in their hands whether they permit the mass media to control their minds, their observations and ultimately their culture or not. Who influences whom, either mass media influences audience or audience get influence by mass media? It is important for the audience the grown-up class of the masses who are developed enough to distinguish between right and wrong to let the entertainment industry know what is adequate and what is not. After all mass media content is created on what viewers want to see. So, if viewers voice their anxieties passionately enough, if they refuse certain channels or certain programs the ratings are guaranteed to stop. Our TV channels then have no choice but to withdraw from airing content that is so annoying by the masses.

It is also the major accountability of PEMRA they should allow transmission of those dramas which are associated to the ethics and norms of our Pakistani culture and society.

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APPENDIX:

Table 4.1: Socioeconomic Characteristics of the Respondent (n=250)

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Marital Status			Profession		
Unmarried	141	56.4	House wife	63	25.2
Married	109	43.6	Private job	74	29.6
Family Type			Govt job	40	16.0
Nuclear	96	38.4	Labor	7	2.8
Joint	148	59.2	Home mad	8	3.2
Extended	6	2.4	student	58	23.2

Table 4.2: Factors Responsible For Adopting Fashion (n=250)

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Urdu drama channel usually watch			How many hours daily watch drama		
Hum T.V	51	20.4	Less than 1 hour	22	8.8
Geo T.V	58	23.2	1-2 hours	129	51.6
A Plus T.V	7	2.8	3-4 hours	89	35.6
PTV Home	28	11.2	5-6 hours	4	1.6
Geo Kahani	42	16.8	7 & above	6	2.4
ARY Digital	64	25.6			

Indicators of Adopting Fashion (N = 250)

Table 4.3: Watch Urdu drama for adopting fashion

Variable	Frequency	Percentage
Strongly Agree	122	48.8
Agree	115	46.0
Neutral	7	2.8
Strongly Disagree	4	1.6
Disagree	2	.8

Table 4.4: Watch Urdu drama for adopting wedding ceremony with new style

Variable	Frequency	Percentage
Strongly Agree	67	26.8
Agree	122	48.8
Neutral	52	20.8
Strongly Disagree	1	.4
Disagree	8	3.2

Table 4.5: Watch Urdu drama for adopting celebrations of festival

Variable	Frequency	Percentage
Strongly Agree	79	31.6
Agree	118	47.2
Neutral	46	18.4
Strongly Disagree	5	2.0
Disagree	2	.8

Table 4.6: Urdu dramas are promoting western culture

Variable	Frequency	Percentage
Strongly Agree	94	37.6
Agree	111	44.4
Neutral	42	16.8
Strongly Disagree	0	0
Disagree	3	1.2

Table 4.7: Females are adopting new Jewelry fashion through Urdu drama

Variable	Frequency	Percentage
Strongly Agree	114	45.6
Agree	108	43.2
Neutral	25	10.0
Strongly Disagree	2	.8
Disagree	1	.4

Table 4.8: Females are adopting new clothes fashion through Urdu drama

Variable	Frequency	Percentage
Strongly Agree	114	45.6
Agree	108	43.2
Neutral	25	10.0
Strongly Disagree	2	.8

Table 4.9: Urdu dramas expenditures of female have been increased.

Variable	Frequency	Percentage
Strongly agree	85	34.0
Agree	80	32.0
Neutral	64	25.6
Strongly disagree	3	1.2
Disagree	18	7.2

Hypothesis – 1: There is a significant relationship between watching Urdu drama for fashion and expenditure of family has increased

Table 4.10: Cross tabulation between watching Urdu drama for fashion and expenditure of family has increased

Watching Urdu drama for fashion	Due to watching Urdu drama expenditure of female has increased					Total
	Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Strongly agree	43	42	29	1	7	122
Agree	37	34	34	0	10	115
Neutral	3	3	1	0	0	7
Strongly disagree	2	0	0	2	0	4
Disagree	0	1	0	0	1	2
Total	85	80	64	3	18	250

Chi square: 93.857^a; Degree of Freedom: 16; Sig Level: 0.000;
 Co-efficient of Correlation: .522; Sig Level: 0.000

Hypothesis – 2: There is a significant relationship between watching Urdu drama for fashion and females are adopting different fashion of jewelry

Table 4.11: Cross tabulation between watching Urdu drama for fashion and expenditure of family has increased

Watching Urdu drama for fashion	Due to watching Urdu drama females are adopting different fashion of jewelry					Total
	Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
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