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Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan (A Case Study of Gujrat University Students)

Dr. Lubna Naz Karim

*Assistant Professor; Centre for Media & Communication Studies, University of Gujrat,
Gujrat, Pakistan*

Munham Shehzad

*Lecturer, Centre for Media & Communication Studies, University of Gujrat, Gujrat,
Pakistan*

Abstract:

This study “Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan” revolves around the observable fact that how television dramas influence a person, or what effects does television leaving on the minds of people. TV has significant impact on the psychological behavior of viewers. TV creates awareness among people about social issues of the society. In developing countries, television is being considered as a source of entertainment. Pakistan being a part of developing world, a larger population in rural areas and at large levels considered a significant source of entertainment. Television dramas not only inspire females but also males as a source of entertainment and inspiration. The purpose of this study to explain the social & psychological behavior of the Pakistani youth after watching romantic scenes in Pakistani dramas. This article presents an extensive overview of the selected category covering the contents of Pakistani TV drama; male and female students of University of Gujrat were selected as sample. In this study social learning theory and elaboration likelihood model is applied and survey method used for data collection. The results showed the intension of the youth for watching romantic scenes in Pakistani dramas. Results show that in rural areas, less percentage of male and greater percentage of female that are following Pakistani dramas where as more male and low percentage of females are not following Indian and western culture. The study also shows that urban males are more inspired than the female after watching romantic scenes in dramas.

Keywords: Romantic Scenes, Television, Dramas, Culture, Youth

I. Introduction: Advancement in the media technology changes the whole picture of the mass media. It discovers new horizons to entertain the people through Film, Drama, and Songs etc. Now a day’s drama in Pakistan is the most famous and entertaining segment for the people. Romance is observed mostly in the prime time dramas on the public & private TV channels of Pakistan (Joshi, 2002, p.19)

Pakistani culture is very different & has its own values and customs from the western culture. With the arrival of dish antenna and cable in Pakistan, it changed the minds of the youth. Youth of Pakistan prefer to watch such dramas which show the boy and girls relation in a very romantic way (Fulkerts & Lacy 2004 & Spigel 1992). Pakistani media IS also portraying boys and girls in a very romantic way. It creates negative impact on the minds of the Pakistani youth. Foreign media has great impact on the Pakistan media. Human brain is very sensitive part of the body which effects with the change of body emotions. Romantic scenes are playing important role in the changing behavior of the youth of Pakistan. Replicating previous findings, greatest modulation of the startle reflex occurred when participants viewed pictures depicting threat, violent death, and erotica (Cognition & Emotion, Volume 18, Issue 5, 2004). Youth of Pakistan try to adopt the dressing style, talking behavior and involve themselves in the opposite gender. TV is one of the most suitable and effect medium in all over the world for communication. It penetrate its roots in the society, people of every age use this medium to entertain themselves.

Television air many programs like drama, documentary, feature, talk show, film songs but now a day drama is one of the most effective entertaining source for all. Pakistani dramas show the culture of Pakistan as well as Indian& western. Culture of Pakistan is different from India& west. Drama is a picture of society, it highlight the issues facing by the society and also new trends & fashion practicing in the society. Few years ago technology was not so much popular and easily accessible in Pakistan to watch dramas, people use antenna to watch PTV as the source of entertainment. (www.pakaffairs.com) In past Pakistani dramas showed the pure culture of different provinces of Pakistan, but today Pakistani drama is much different from the previous one, it showing very bold and romantic scenes, usage of hard drink, female in short dress, hugging, sites on lap, holding of hand and head on shoulder.

Romanticism was present in English novels, theaters, poetry at very start of the English history. It left deep impact on the mind of the people. Such kind of words, scenes changed the behavior of youth, they think they are the hero/ heroin of the novel and we can do all such things which present in the drama.

A. Objectives of the Study:

- To check the Psychological behavior of the youth after watching romantic scenes.
- To check the adaption level of the Pakistani youth after watching romantic scenes.
- To check the social effect on the behavior of the Pakistani youth.

B. Hypothesis

- Whether the males are more influential than females towards romantic scenes.
- Whether the females are more influential than males towards romantic scenes.

C. Research Questions

- Does the psychological behavior of Pakistani youth getting more effected after watching romantic scenes?

- Does romantic scenes changing the society of Pakistan?
- Does romantic scenes disturbing the norms and values of Pakistani youth?

II. Literature Review: According to Cope & Kunkel (1999) the technological advancement has increased the usage of the media these days, the combination of the content analyses that were made in the decade of 1990 revealed the sexual content as more common on the television having the sexual talks in the content of the dramas. The scenes like kissing and touching etc were common in the television contents these contents were more in the scenes than the sexual intercourse in the scenes.

According to Kunkel et. al (2007) out of the four major advertising agencies that were ABC, CBS, NBC, and Fox the number of the sexual contents showed rapid increase following the years 1997-1998 and 2001-2002.

Fishr et. al (2004) examined total 1,276 number of youth programs that were broadcasted in the years 2001 and 2002 showed that total 82 percent of episodes featured the sexual discussions and 67 percent showed the sexual behavior and after that the 11 percent youth was implying and 4 percent youth was portraying sexual intercourse.

Raley & Lucas (2006) were of the view that only one study regarding the sexual contents in the television assessing the portrayals of both gay and lesbian sexuality. As result of the analysis finding revealed that only 7.5 percent of the overall shows in the year 2001 out of the six major advertising networks that were the ABC, CBS, Fox, NBC, UPN, and the WB which had one or even more regular characters that were identified as gay or lesbian.

According to Taylor (2005) an experiment was conducted on the sexual content on the broadcast television and the results that were found showed that college students who were exposed by showing the sexual television contents and perceived this as the realistic and they were more willing to support nonjudgmental sexual behaviors and also to estimate that more of their female were sexually willing and showed the active behavior than the youth who is not familiar with the Television sexual contents.

In another experiment by Ward et. al (2005) both male and female college students having different television experiences were analyzed the female students who were used to of watching more television and more music videos identifying very strongly with the female characters that were more willing to endorse the sexual stereotypes portrayed by the television program whereas on the other hand for the males only few more hours of the music videos watching were associated with greater support of the sexual stereotypes after viewing the television scenes regarding the sexuality.

III. Theoretical Framework: Theoretical framework guides the researcher that which theory of mass communication studies is suitable and appropriate for the relevant topic. Specific theory helps the researcher to analyze, investigate and explore the selected study. The main purpose to use theoretical framework is to strengthen the concept and main idea of the researcher with previous practicing theories. The researcher used social learning theory and elaboration likelihood model in the study in hand.

Social Learning Theory: Social learning theory is a phenomenon that addresses that people learn things within a social context and this is facilitated through different concepts such as modeling and observational learning (Ormrod, 1999). Bandura(1977) states that in a social learning perspective, behavior is mostly learnt by the environment through observational learning process. He argues that children observe the people around them and behave in different ways. This thing was demonstrated during the “Bobo Doll experiment” that was especially for the children (Bandura, 1961).

Social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling. Among others, Albert Bandura, is considered as the leading proponent of this theory. People can learn by observing the behavior is of others and the outcomes of those behaviors. There are different types of models. There is the live model, and actual person demonstrating the behavior. There can also be a symbolic model, which can be a person or action portrayed in some other medium, such as television, videotape, computer programs. Many behaviors can be learned, at least partly, through modeling. Examples that can be cited are, students can watch parents read, students can watch the demonstrations of mathematics problems, or seen someone acting bravely and a fearful situation.

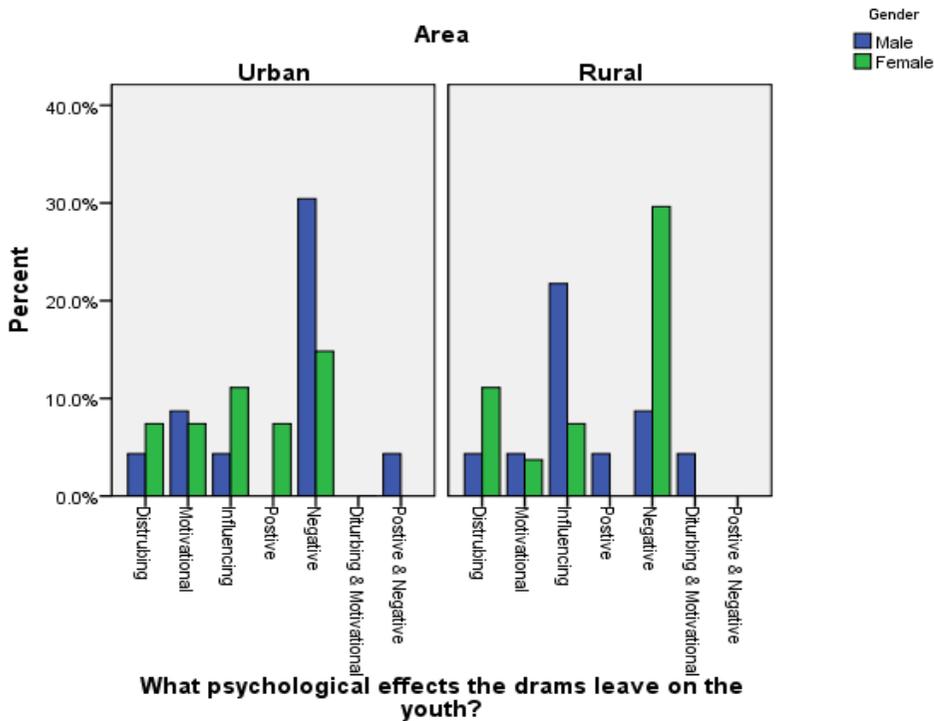
Elaboration Likelihood Model: The elaboration likelihood model of persuasion is actually a dual process theory that debates about how attitudes of people regarding different things are formed and changed. Petty & Caciopp (1986). There are two ways we make decisions and hence are persuaded when we are motivated and able to pay attention, we take a logical, conscious thinking, central route to decision-making. This can lead to permanent change in our attitude as we adopt and elaborate upon the speaker's arguments. In other cases, we take the peripheral route. Here we do not pay attention to persuasive arguments but are swayed instead by surface characteristics such as whether we like the speaker. In this case, although we do change, it is only temporary. One of the best ways motivating people to take the central route is to make the message personally relevant to them. Fear can also be effective in making them pay attention, but only if it is moderate and a solution is also offered. Strong fear will just lead to Tableht-or-flight reactions.

In case of this study, it is supposed that educated people might adopt central route to satisfy their needs. They might pay full attention to a television commercial and might change their attitude toward product. On the other hand, an illiterate person may not pay attention to a commercial and may adopt peripheral route, so he might be concentrating on the presentation of advertisement, that's why may not follow advertising trends; purchasing.

IV. Methodology: The researcher used survey methods for data collection for the study keeping in mind the hypotheses and objectives of the study. Survey method is not easy and simple way for the collection of data because it needs more time and high skills. In this method questionnaire designed according to the topic, hypotheses and its objective which fills from the selected target audience of the specific area and collect correct usable data.

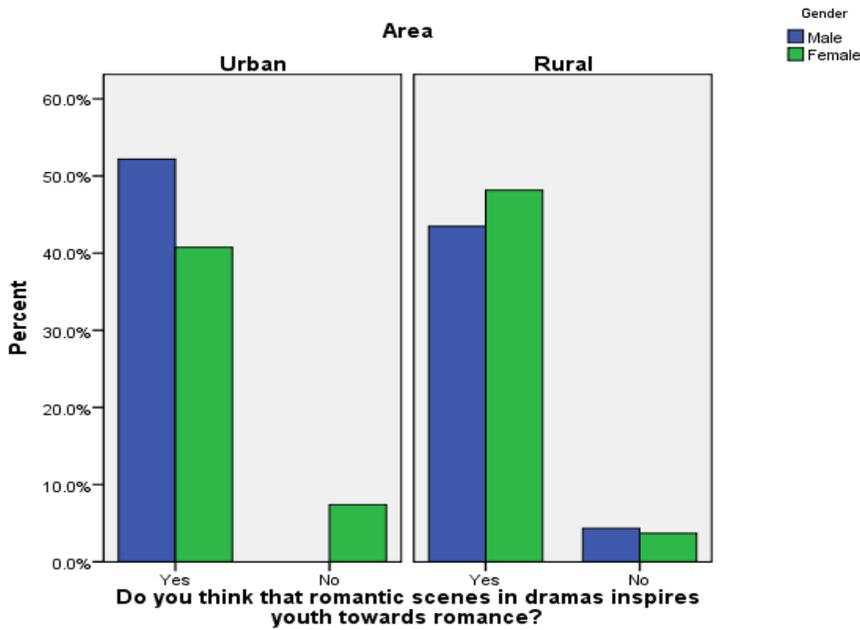
Survey method is not a method which is used to ask questions from focused group but it is a complete process which needs high level managerial skills to collect data.

V. Data Analysis and Interpretation



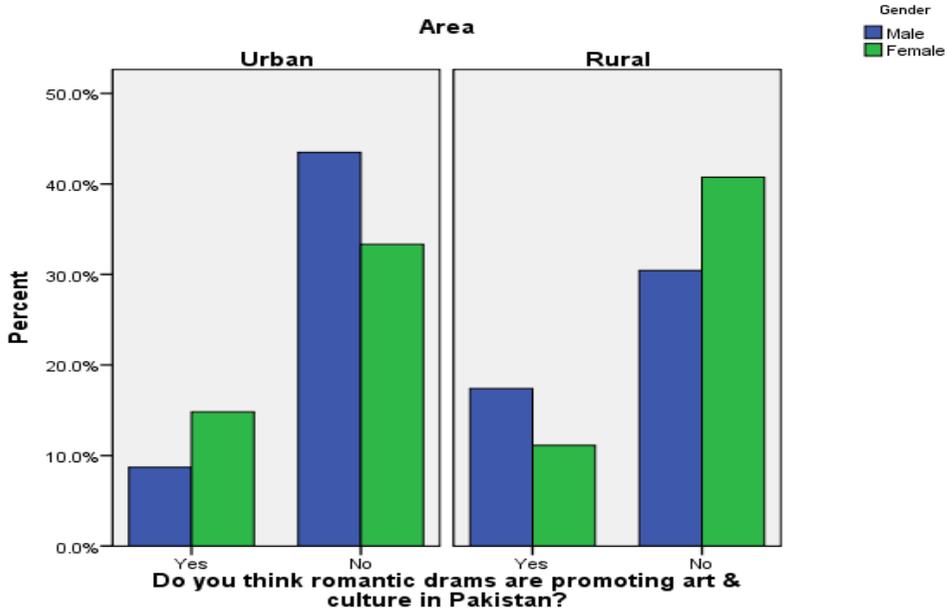
Graph-1 show that in urban area 4% male and 7% female are feeling disturbing, 9% male and 8% female are feeling motivational, 4% male and 12% female are feeling influencing, 0% male and 7% female are feeling Positive, 30% male and 15% female are feeling negative, 0% male and female are feeling disturbing & motivational, 4% male and 0% female are feeling positive & negative after watching romantic scenes in Pakistani dramas.

In rural area 4% male and 12% female are feeling disturbing, 4% male and 3% female are feeling motivational, 22% male and 7% female are feeling influencing, 4% male and 0% female are feeling positive, 9% male and 30% female are feeling negative, 4% male and 0% female are feeling disturbing & motivational, 0% male and 0% female are feeling positive & negative after watching romantic scenes in Pakistani dramas.



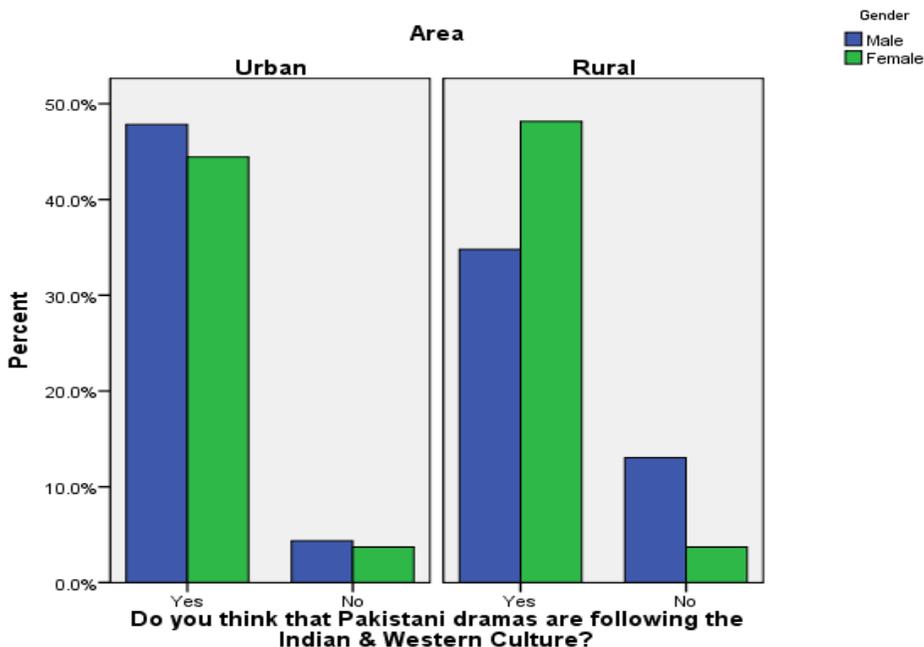
Graph-2 shows that in urban area 52% male and 40% female are inspired and 0% male and 8% female are not inspired towards romance after watching Pakistani dramas.

In rural area 44% male and 49% female are inspired and 4% male and 3% female are not inspired towards romance after watching Pakistani dramas.



Graph-3 shows that in urban area 9% male and 15% female think dramas are promoting and 44% male and 32% female think dramas are not promoting art & culture in Pakistan.

In rural area 18% male and 11% female think dramas are promoting and 30% male and 41% female think dramas are not promoting art & culture in Pakistan.



Graph-4 shows that in urban area 48% male and 46% female that are following Pakistani dramas where as 4% male and 2% female are not following Indian & western culture.

In rural area 34% male and 48% female that are following Pakistani dramas where as 12% male and 2% female are not following Indian & western culture.

VI. Conclusion: The results show that Pakistani dramas in the main stream channels show romantic scenes mostly and this is causing the disturbing situation for the youth particularly in the urban areas where youth watch the dramas more than the people from the rural areas. The females watch more dramas than the males so they expose more to the romantic scenes than male viewers. Romantic scenes are watched and liked by the youth of urban areas more than the youth in the rural areas. The scenes are boldly shown in the media that is not much appreciating by the youth. The study shows that in urban area less number of male and more females think dramas are promoting and greater percentage of male and low percentage of female think dramas are not promoting art & culture in Pakistan. In rural area less percentage of male and greater percentage of female that are following Pakistani dramas where as more male and low percentage of females are not following Indian and western culture. The study also show that urban males are more inspired than the female after watching romantic scenes in dramas.

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