

Impacts of Romantic Dramas on Youth of Lahore

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Abstract

This study shows at how Pakistani romantic television dramas affect young people in Lahore, Pakistan, including journalists, housewives, and students. Using the disproportionate stratified sampling approach, 192 respondents from each group made up the sample size of 385 drama watchers. The efficacy of Pakistani romantic television dramas on Lahori youth was measured using a 14-item questionnaire. Statements with Agree/Disagree/Neutral responses are included in the inventory. Prime-time dramas on Pakistan's public and commercial television networks frequently include romance. Results showed that the group of people aged 15 to 29. While many television series depict Pakistan's true culture, others demolish our families and young people's moral ideals.

Keywords: Romantic Television Drama, Effectiveness, Romance, Youth, Moral Values, Family Values.

1. Introduction

In general, this study examines the effects on our society of romantic Pakistani TV programs. People's opinions and mindsets can be altered by television, which is a tremendously powerful medium. Television is a great medium for both entertainment and education. With a television these days, no home is complete. when the corona virus outbreak is making folks stay inside. A significant source of entertainment for the general public these days is television. Television provided viewers with a depressing reminder of the contemporary trends and lifestyle shifts that are evident in society. The public

can be informed, entertained, and educated with the help of the media, as it has always been. People need to take the messages that the media has given them into account in addition to progressively changing their cultural and societal ideas (Karim, 2016).

What exactly is being displayed to us in dramas is the question at hand. Does it reflect the structure of the family and our culture? We used to watch dramas together with our family once. However, you cannot watch the majority of today's dramas with your family.

Media is all around us in our daily lives. They are often invisible to us, and we don't want to give them any influence (Baran, 2004). I have conducted my research using the survey approach. I have created some inquiries in order to get information. I have obtained information from residents of all areas of Lahore for this. Next, I have done a data analysis. Dramas influence both boys and girls, changing their perspectives, ways of thinking, and even their lives (Jawaria, 2021).

Wife and husband have a falling out in most TV dramas. Subsequently, the lady meets another man. The woman then gets a second marriage and files for divorce from her first husband. Romances of this kind, like a collegiate romance between a boy and a girl, are typically presented favorably in dramas. who are to blame for the rise in obscenity in society. Thus, the number of rape cases in Pakistan is rising.

The aim of this study is to examine how Pakistani love dramas affect young people's family values in Lahore. and more extramarital romances that play a significant role in our tragedies. Examining Urdu Television programs closely is more crucial than ever in the current climate, where divorce rates are rising (Siddique, 2016).

The level of Pakistani plays and the effects of modernity as shown by characters in these dramas will be ascertained with the help of this article. This study aims to assess the impact of Pakistani love plays on the youth population in Lahore. The media also had an administrative role in helping us achieve our goals. According to Zia (2014), our youth perform in romantic comedies, demonstrating how they use drama as a method of escape. The

purpose of this study is to investigate the direction that contemporary Pakistani romantic TV programs are leading our youth. There was a decline in the defense of chastity in the post-cable era, as seen by the higher number of extramarital partnerships at that period (Arafat, & Shahzad, 2020).

We can use this to verify which elements in Pakistani romantic TV dramas need to be adjusted. Additionally, how these Pakistani romantic dramas on TV should be improved. Foreign culture shown in the media has been found to affect the sociocultural intelligence of young people who belong to the middle class of society. This has widened the generational divide and upended moral and social norms (Shahbaz, 2014).

2. Literature Review

Comstock and Strzyzewski (1990) noted that there has been evidence of hostile relationships and a lack of day-to-day authority in modern TV homes. It's often known that married couples cease talking to each other about marital problems. The study also found that poor marital communication can be identified in soap operas.

Zia (2014) looked on how Pakistani dramas affect young people in the district of Lahore. According to the researcher, television has become an indispensable part of our lives and cannot be denied. It has advantages as well as disadvantages. Due to the high rate of illiteracy in our nation, it had an effect. At one point, PTV was the only channel available, but as other technologies like satellite, cable, and dish became accessible, competition started to arise. The interview with Framework provided the investigation's data. Researchers found that cultural youth often underwent a change in attitude due to the drama on the PTV channel, which promoted values.

Shabir et al. (2013) On Pakistani Television, the cultural impact of Urdu dramas on women was investigated "Geo Entertainment and Hum TV." Researchers wanted to investigate Hum TV dramas and Geo Entertainment, as well as if our customs and culture have anything to do with the growth of Urdu shows in Pakistani society. Their research indicates that women follow the models in Geo TV and Hum TV plays as role models, and are influenced by the style of these shows. By watching romantic films, viewers may pick up relationship patterns that they may find beneficial.

Johnson and Holmes (2009) sought to highlight these potential relationship habits. According to Johnson and Holmes, there are positive and bad aspects to kissing, hugging, loyalty, cheating, and dishonesty, for instance. The majority of married couples were found to be either depressed or to hint at happiness but not to show it. Married couples accounted for only a small portion of all instances of affection. The researchers claim that this portrayal of marriage makes viewers mistakenly believe that romance and marriage are two distinct things, with married couples' devotion being the exception rather than the rule. Our content analysis was able to identify possible relationship behaviors from romantic films, but it was not able to forecast the implications of these behaviors for an individual's future relationships.

Karim and Shehzad (2016) state that the primary motivation for the research was to understand the social and mental behavior of Pakistani youth after they recognize sentimental scenes in Pakistani dramatizations. In keeping with this, the researchers' wish to express that the primary motivation for the research was to understand the social and mental behavior of Pakistani youth after they recognize sentimental in Pakistani dramatizations

3. Hypotheses

H1: The popularity of TV dramas is probably going to hurt our family values more than it helps.

H2: Adolescent moral ideas are being destroyed by Pakistani romance dramas.

H3: Because to romantic dramas, there are more cases of harassment against girls in Lahore.

H4: People are becoming more modernist because of dramas.

4. Methodology

The researcher used a survey approach to get information from the target population in order to ascertain the impacts of contemporary Pakistani dramas on Youth. Lahore was the city from which the research study's population was selected. We targeted both types of gender i.e. male and female who are

watching Pakistani dramas. In this study our sample size was based on 385 respondents. The target audience age was 15 to 29 because they are readily influenced. Researcher made 15 questions with multiple choice answers for gathering data. Researcher used to SPSS software to analyse their data with the help of sample percentages method through percentage of analysis.

5. Findings

Following are the findings of the survey which were obtained through descriptive analysis:

Table 5.1 *What is your gender?*

		Frequency	Percent	Valid %	Cumulative %
Valid	Male	192	49.9	49.9	49.9
	Female	193	50.1	50.1	100.0
	Total	385	100.0	100.0	

In this table shows that our survey consists of two types of gender women and men. Questions were asked from 193 women & 192 men.

Table 5.2 *Which entertainment channel do you like?*

		Frequency	Percent	Valid %	Cumulative %
Valid	Geo Har Pal	83	21.6	21.6	21.6
	ARY Digital	114	29.6	29.6	51.2
	Hum TV	188	48.8	48.8	100.0
	Total	385	100.0	100.0	

In this table shows that the most favorite channel of youth in Lahore is HUM TV which is liked by 48.8% youth. 29.6% youth watch ARY dramas. 21.6% youth watch Geo TV Dramas.

Table 5.3 *How frequently do you sit in front of Television shows?*

		Frequency	Percent	Valid %	Cumulative %
Valid	Regularly	70	18.2	18.2	18.2
	Occasionally	181	47.0	47.0	65.2
	Weekend	134	34.8	34.8	100.0
	Total	385	100.0	100.0	

In this table shows that, 18.2% youth watch TV dramas daily. 47% of youth watch dramas occasionally. 34.8% of youth watch dramas on weekend.

Table 5.4 *Pakistani dramas show women's relationship with men other their husband*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	209	54.3	54.3	54.3
	Disagree	70	18.2	18.2	72.5
	Neutral	106	27.5	27.5	100.0
	Total	385	100.0	100.0	

In this table shows that 54.3% youth agreed that Pakistani romantic dramas show women having relationships with men other their women.

Table 5.5 *Producers making dramas based on love stories instead of reflecting the society*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	225	58.4	58.4	58.4
	Disagree	64	16.6	16.6	75.1
	Neutral	96	24.9	24.9	100.0
	Total	385	100.0	100.0	

In this table shows that 58.4% youth agreed that Producers making dramas based on love stories instead of reflecting the society.

Table 5.6 For getting high ratings, such obscenities are being shown in dramas, which has not according to Islamic values

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	255	66.2	66.2	66.2
	Disagree	52	13.5	13.5	79.7
	Neutral	78	20.3	20.3	100.0
	Total	385	100.0	100.0	

In this table shows that 66.2% youth agreed that Producers for getting high ratings, such obscenities are being shown in dramas, which has not according to Islamic values.

Table 5.7 Some scenes in dramas are so bold that they can't sit and watch with family

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	203	52.7	52.7	52.7
	Disagree	87	22.6	22.6	75.3
	Neutral	95	24.7	24.7	100.0
	Total	385	100.0	100.0	

In this table shows that 52.7% youth agreed that some scenes in dramas are so bold that they can't sit and watch with family.

Table 5.8 Most of unrealistic love stories are shown in Pakistani dramas

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	241	62.6	62.6	62.6
	Disagree	87	22.6	22.6	85.2
	Neutral	57	14.8	14.8	100.0
	Total	385	100.0	100.0	

In this table shows that 62.6% youth agreed that most of unrealistic love stories are shown in Pakistani Television dramas.

Table 5.9 *Pakistani dramas are destroying the moral values of young generation*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	238	61.8	61.8	61.8
	Disagree	58	15.1	15.1	76.9
	Neutral	89	23.1	23.1	100.0
	Total	385	100.0	100.0	

In this table shows that 61.8% youth agreed that Pakistani dramas are destroying the moral values of young generation.

Table 5.10 *Do you think that dupatta and veil are decreasing in young girls?*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	295	76.6	76.6	76.6
	Disagree	46	11.9	11.9	88.6
	Neutral	44	11.4	11.4	100.0
	Total	385	100.0	100.0	

In this table shows that 76.6% youth agreed that dupatta and veil are decreasing in young girls who watched Pakistani dramas.

Table 5.11 *TV dramas promoting love marriages in society.*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	239	62.1	62.1	62.1
	Disagree	49	12.7	12.7	74.8
	Neutral	97	25.2	25.2	100.0
	Total	385	100.0	100.0	

In this table shows that 62.1% youth agreed that Television dramas promoting love marriages in society.

Table 5.12 *Are you satisfied with content of Pakistani Romantic Dramas?*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	54	14.0	14.0	14.0
	Disagree	265	68.8	68.8	82.9
	Neutral	66	17.1	17.1	100.0
	Total	385	100.0	100.0	

In this table shows that only 14% youth satisfied with the content of Pakistani Romantic dramas.

Table 5.13 *Pakistani dramas show husbands abusing their wives*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	180	46.8	46.8	46.8
	Disagree	76	19.7	19.7	66.5
	Neutral	129	33.5	33.5	100.0
	Total	385	100.0	100.0	

In this table shows that 46.8% youth agreed that husband abusing their wives in Pakistani dramas.

Table 5.14 *In Pakistani dramas husband and wife are shown betraying each other*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	210	54.5	54.5	54.5
	Disagree	55	14.3	14.3	68.8
	Neutral	120	31.2	31.2	100.0
	Total	385	100.0	100.0	

In this table shows that 54.5% youth agreed that husband and wife betraying each other.

Table 5.15 *Pakistani dramas are responsible for rising divorce rate in Pakistan*

		Frequency	Percent	Valid %	Cumulative %
Valid	Agree	187	48.6	48.6	48.6
	Disagree	98	25.5	25.5	74.0
	Neutral	100	26.0	26.0	100.0
	Total	385	100.0	100.0	

In this table shows that 48.6% youth agreed that Pakistani dramas are responsible for rising divorce rate in Pakistan.

6. Discussion

A total of 385 drama watchers were used to collect data. Pakistani current dramas were for the most part preferred by the young people. Indeed, it was demonstrated that Pakistani current romantic dramas do not exactly measure up for the youth. As the result shows that the content of Pakistani romantic dramas against our ISLAM. 66.2% respondents agree that for getting high ratings, such obscenities are being shown in dramas, which has not according to Islamic values. Only 13.5% respondents disagree with this statement.

This is what is shown in Pakistani dramas. That a woman is betraying to her husband after marriage. 54.3% respondents who agree this statement, and only 18.2% respondents disagree this statement.

Pakistani dramas also show husbands abusing their wives. 46.8% respondents agree this statement and 19.7 respondents disagree this statement. 68.8% respondents who do not satisfied the content of Pakistani dramas and 17.1% respondents satisfied with the content of dramas. 48.8% respondents agree Pakistani romantic dramas are responsible for rising divorce rate in society and 25.5% respondents disagree with it. 62.1% respondents agree with TV dramas promoting love marriage in society and 12.7% respondents disagree with it.

62.6% respondents agree that most of unrealistic love stories are shown in Pakistani TV dramas and 22.6% respondents disagree with it. 76.6%

respondents agree that dupatta and veil are decreasing in young girls and 11.9% disagree with it. Hence it is proved that Pakistani romantic dramas taking young girls towards modernism.

7. Conclusion

The purpose of this study was to examine the effects that contemporary Pakistani romance plays have on the youth in the Lahore area. 15 research questions were grown who examine how romantic dramas effect our society. Pakistani Youth and this examination question was acknowledged in light of the fact that the majority of the respondents said that the Pakistanis were intellectually upset watching current dramatization. Pakistani romantic dramas are spreading obscenity among the young generation. According to most of the respondents, the culture of dupatta, among girls is being eradicated.

That's why mostly people do not like to watch Pakistani dramas. Because in most of these dramas that content is being shown. It destroying the moral values of Young generation. Most of the people are trying to adopt the dresses of actors in the dramas. This is what is being shown in dramas. That after marriage husband and wife are unfaithful to each other. In dramas shows mostly husbands abuse their wives and this is the reason for the increasing divorce rate in Pakistan.

Pakistani romantic dramas promote love marriages in society. Due to which we now see that the culture of friendship without marriage in become common in our society.

8. Recommendations

- Pakistani romantic dramas must be based according to Islamic values.
- Instead of emphasizing and continually presenting women's weak parts, Pakistani dramas should promote their strength.
- PEMRA should be regulated that instead of making stories on love, make stories on the reflection of society.

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