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Article:	Television Dramas and National Integration in Pakistan: An Analysis of Public Perception
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Abstract

The current study attempts to explore the relationship between public perceptions of National Integration in Pakistani Television Dramas by the viewers. The hypothesis that there is likely to be significant positive correlation between tendency to watch television and National Integration was approved as the value of correlation-Coefficient is significant $p < 0.005$. The hypothesis, there is likely to be a significant positive relationship between PTV dramas showing Cultural cultivation and National Integration was also approved as results showing positive significant relationship between variables. The hypothesis, compliance of code of ethics by PTV and other Private channels and National Integration was approved showed by Coefficient significant $p < 0.005$. Demographic characteristics of the participants as a predictor for National Integration showed predictable variance and was significant $F(25,375) = 2.56$, $P < 0.005$. Tendency of watching TV dramas, efforts by PTV dramas positively predict National Integration, variance of the prediction $F(34,366) = 3.4$.

Keywords: Television, Drama, National Integration, Pakistan, Public Perception, Correlation, Regression Analysis

Introduction

This millennium started with many diversified facets of media globally and Pakistan was not alien to the fast growing media revolution which have transformed the social fabric around the globe altogether by giving birth to a very vibrant civil society and well-informed public. During the first decade of this century there had been a mushroom growth of private Television networks in Pakistan specifically news channels in national and regional languages as well as couple of in international language also and some of the entertainment channels popped up to create a new audience and cater their needs which were perhaps not identified at the time of their inception.

Journalistic ethics and professional codes have succumbed to the injuries of the “rat race of rating” in electronic media like there is long existing “vicious circle of circulation” in print media to mar the missionary journalism. The individual journalists as well as the media organizations are ironing out to be more attractive rather than being core objective contributor in prevailing media industry which aims at commercial business rather than social service. The viewers are glued constantly to the screen of this “idiot-box” deeming it to be antidote for all the miseries of their lives and are having wishful thinking about electronic media especially to be their liberator in every woe and worry, be it psychological or physical issue, economic or financial constraint, industrial or political crisis and even for a religious or social debate. The prime purpose of this work is to analyze that to what extent PTV and private TV channels have been successful in inculcating national integrity and cultural identity in the audience and how effectively PTV has performed its role as well as to measure the impact of television drama of private sector in promoting an indigenous national culture.

Objectives

- To assess the role of television in the promotion of national integration in Pakistan through a comparative analysis of public perception about PTV and private TV channels.
- To assess the role of television in promotion of cultural traits in Pakistan through comparative analysis of public and private TV channels.
- To assess the role of Pakistan television in the promotion of national integration in Pakistan through a comparative analysis of PTV and private TV channels.
- To assess the role of television in the promotion regional cultures in Pakistan through a comparative analysis of public and private TV channels.

Literature Review

This portion of the paper presents the review of previous research studies regarding the variables of the study which include television drama, national integration and public perception. A study analyzed the highlights of the Serbian, Macedonian and Bulgarian drama in the last three decades of the twentieth century as self-representational illustrations of transitional national and heterogeneous Balkan identity. The drama of the late 1990s sharpened stigmatic self-presentations and continued to depict the region as the absolute European other. The themes of violence, lost origin, and hesitant collective and individual identity reassert the mythological image of the Balkans as a merciless battlefield of factions and passions. The broad and previously unexplored comparisons of this study outline the common directions of Balkan post-communist drama.

Alternating between political oppression and liberation, or emerging from large political formations (empires, political blocks, etc.) subject to political particularization, “nation” appears to be one of the most lucid and fixed Balkan cultural identifiers. The descriptive authority of national identity in general is still valued, since it encompasses

qualities of universality and distinctiveness in one. After a broad review of national presentations, Anthony Smith (1991) concludes. The opinion of television held by any proponent of rooted, face-to-face, traditional and poetic culture is fairly predictable. Television in Wales has been, for the most part, beamed in from “outside” (outside the organic community if not outside Wales itself). The repeated image in Welsh writing on television is of a stranger in the living room, talking to you in its language not yours, representing some other culture, not yours.

Television, as part of what Raymond Williams has labeled mobile privatization, is a threat to the community rather than meeting at the workman’s club, the chapel, or even the pub, people stay home and watch (English-language) television. Thus this noisy “monoglot guest in the living room” not only brings in another culture, it is destroying or preventing the perpetuation of the social conditions of Welsh culture (Astroff, 1987).

Philipson (1989) examined that all of Hussein’s works are part of the national culture in Tanzania. It may be a national culture of the elite but in spite of Lenin’s implication that each class has its own version of a national culture; there are dialectical relationships between elite and popular cultures everywhere. “National culture” itself is no monolithic phenomenon: it has its class divisions, suppressed traditions, minority voices and residues from previous ideologies. Hussein’s oeuvre makes for an interesting case study at this particular time because some of his plays are very much in the mainstream of national culture as it is defined by the schools and some of them are “marginal.”

The cultural environment, like the material environment, can be gradually polluted. The whole [broadcasting] system is like a machine for imposing tastes on us rather than putting us in touch with each other. With the machine itself considered dangerous, a language of the extreme power of television develops. It is a machine for brainwashing that has replaced the family hearth, which can mesmerize you into conformity (Thomas, 1970).

Hypotheses

I. There is likely to be significant positive correlation between tendencies to watch television and National Integration.

II. There is likely to be a significant positive relationship between PTV dramas cultural cultivation and National Integration.

III. Compliance of code of ethics by PTV and other private channels and National Integration.

Method

Procedure

The online survey was carried out through emails and on social media networking sites like Facebook and WhatsApp to gather maximum feedback. Sample consisted of TV drama viewers taken from all over Pakistan. As many as 222 viewers of ages ($M= 5.513$, $SD= 4.72$) were included as participants of the study. Out of 222 participants the proportion of male ($n=89$) and female ($n=133$), age range= 35-45) viewers.

Measurements

Participants demographic and responses for the questionnaire were collected using demographic sheet and 4 selected item to measure National Integration. These responses were recorded using 5 point Likert scale ranging (1: strongly agree-5: strongly disagree). Reliability of the scale was .79 which moderate to high reliability. The value of reliability for selected items to measure National Integration was moderate to high. Pearson Product Moment Analysis of correlation was carried out to discover the association between people's tendency to watch TV dramas, perception of TV dramas to increase national Integration and efforts by PTV and Private channels to increase National Integration. Correlation analysis was used to test Hypotheses. Hierarchal Regression Analysis was conducted to explain statistical significant amount of variance and to check the hypothesis of prediction level of

National Integration predicted by common perception of TV drama viewers in Pakistan that were assessed through Hierarchical Regression Analysis

Results

Reliability Analysis

Table below shows the value of reliability for selected items to measure National Integration

Table 1.

Psychometric Properties of Selected Items to measure National Integration in TV dramas Viewer (N=222)

Variables	K	M	SD	α
National Integration	22	2.00	1.08	.779

Note. k= Number of items in Scale, M=Mean, SD= Standard Deviation, α = Reliability Co-efficient.

Descriptive Statistics showing Participants Demographics Characteristics

The descriptive of demographics characteristics of sample like age, gender, area of belonging, province, and education were calculated by using mean, standard deviation and frequencies.

Table shows the mean and standard Deviation of age of the participants, and frequencies.

Table2.

Descriptive Characteristics of Participant Demographic (N=222)

Variable	M	SD	f
Participants Age	5.513	4.72	222(35-45)
Gender	1.59	.491	222(133male, 89 female)

Education	4.72	1.15	222
Province	2.11	1.62	222
Belonging Area	1.22	.415	222

Note. *M*=Mean, *SD*= Standard Deviation, *f*, Frequency of participants

Pearson Product Moment Correlation Analysis

Pearson Product Moment correlation Analysis of correlation was done to evaluate relationship among people's tendency to watch TV dramas, perception of TV dramas to increase national Integration and efforts by PTV and Private channels to increase National Integration. Correlation analysis was done to analyze three hypotheses. **I** there is likely to be significant positive correlation between tendency to watch television and National Integration. **II** There is chances to have significant positive relationship between PTV dramas cultural cultivation and National Integration. **III** Compliance of code of ethics by PTV and other Private channels and National Integration.

Table 3.

Table Showing Correlation between people's perception of TV dramas and National Integration

Variables	2	3	4	5	6	<i>M</i>	<i>SD</i>
1.Tendency to Like other Cultures	1.00**	.585**	1.33*	.74**	.909**	2.00	1.08
2.Perception of PTV Dramas to cultivate NI	-	1.00**	.59**	1.3**	.745**	2.06	1.145
3.Perception of Private Channels to cultivate NI	-	-	.75**	.19**	.537**	2.09	1.08

4. Perception of private channels following code of ethics	-	-	-	.27**	.909**	2.00	1.149
5. Perception of PTV dramas promoting NI	-	-	-	-	.909**	.35**	1.1086
6. NI						8.16	3.447

Note: NI= National Integration, N= 222

Table shows correlation between independent variable, common perception of TV dramas and National Integration. The hypothesis, there is likely to be significant positive correlation among tendency to watch television and National Integration was approved as the value of correlation-Coefficient is significant $p < 0.005$. The hypothesis, there is likely to be a significant positive relationship between PTV dramas cultural cultivation and National Integration was also approved as results showing positive relationship between these variables. Hypothesis, stated compliance of code of ethics by PTV and other Private channels and National Integration was approved showed by Coefficient significant $p < 0.005$.

Regression Analysis by Hierarchal Method

Prediction of significant happening of National Integration to explain by using Regression Analysis using Hierarchal method to find statistical significant amount of variance and to check the hypothesis of prediction level of National Integration predicted by common perception of TV drama viewers in Pakistan that were assessed through Hierarchal Regression Analysis

Table 4.

Hierarchical Regression Analysis of People's Perception of TV dramas and National Integration (N=222)

<i>Predictor</i>	National Integration	
	ΔR^2	β
Step 1	1.00	
Control Variables		.00**
Step 2	1.01	
Tendency to watch TV dramas		.332***
PTV dramas and cultural promotion		.334**
Private channel Dramas and NI		
PTV dramas and NI		
Total R ²	1.00	
N	222	

Note. ΔR^2 = Significant Change, β = Standardize Coefficient, N= number of Participants (male=1, female=2), Control Variables= Age, Gender, Area, Education

Table above, showing the results of Hierarchical Regression Analysis between common perception, behavior of watching TV dramas and National Integration in Pakistan. In Step I with characteristics personal information mentioned as control variable, as a predictor for National Integration showed predictable variance and was significant $F(25,375) = 2.56$, $p < 0.005$. In step II tendency of watching TV dramas, efforts by PTV dramas positively predict National Integration, variance of the prediction $F(34,366) = 3.4$.

Discussion

Television Dramas and National Integration in Pakistan: An analysis of public perception. Present study hypothesized significant positive relationship between PTV dramas cultural cultivation and National Integration was verified as the results showed positive relationship between the variables. The hypothesis, compliance of code of ethics by PTV and other Private channels and National Integration was approved showed by Coefficient significant $p < 0.005$. Total 222 avid viewers of TV dramas responded the questionnaire out of which 600 were mostly aged between 35 to 45 years with 30.53%.

Females among both genders out of 222 were in minority (133male, 89 female) as they watch television dramas being household mostly. As far as the regional representation of provinces and federal areas is concerned Punjab was leading with more than 54.26% followed by Islamabad 25.78%. The area wise percentage of viewers living in city/urban was 81.70% and village/rural with 12.50% respectively. In educational qualifications the majority was well educated with graduate 24.00% and Masters 46.67%. Punjabi language was dominating in mother languages with 35.11% followed by Urdu 27.11%. The ratio of watching.

Television remained 98.67% in this study. Cable TV with 65.78% had been found as widely used tool to watch Television followed by Internet 19.56%. The 56.19% of respondents watch television every day where as 29.65% a few times a week. The 45.62% of respondents watch television for one hour where as 27.19% did for 2 hour daily. The 37.44% of the viewers preferred Hum TV Drama channel while 29.22% liked PTV-Home. The study found that 36.73% of the viewers liked dramas made on patriotism quite often and 32.74% often. PTV-Home was leading drama channel with 77.06% to broadcast patriotic content mostly. The 30.94% viewers consider dramas promote Pakistani culture hardly while 21.08% thought those often do this. The liking for other regional cultures shown in TV dramas

remained 40.63%.The liking for elements in other cultures after watching TV dramas was 46.43% for customs and traditions whereas 14.73% for language and dialect. The adoption for elements in other cultures after watching TV dramas was 26.27% for music and dance while 23.50% for customs and traditions.

The study found that 42.99% of the viewers agreed that PTV dramas have been successful to represent national integration in its viewers. The 36.45% agreed to this statement that PTV dramas have been successful to cultivate national integration in its viewers. The 31.16% of the respondents were of the view that private channels TV dramas are not cultivating national integration in them. The 37.21% of the respondents did not agree that private channels TV dramas compliance of code of ethics provided by Pakistan Electronic Media Regulatory Authority.

Conclusions

The hypothesis that there is likely to be significant positive correlation between tendency to watch television and National Integration was approved as the value of correlation-Coefficient is significant $p < 0.005$. The hypothesis, There is likely to be a significant positive relationship between PTV dramas cultural cultivation and National Integration was also approved as results showing positive relationship between these variables. The hypothesis, compliance of code of ethics by PTV and other Private channels and National Integration was approved showed by Coefficient significant $p < 0.005$. Demographic characteristics of the participants as a predictor for National Integration showed predictable variance and was significant $F(25,375) = 2.56, p < 0.005$. Tendency of watching TV dramas, efforts by PTV dramas positively predict National Integration, variance of the prediction $F(34,366) = 3.4$.

Recommendations

Keeping in view the significance of television as an indispensable and all times accessible tool of communication and cultivation with the efficacy of viewership in the leisure time of the people as now they have it handy in smartphones and it's not time barred, the study recommends that television dramas promote National Integration and cultivate cultural tolerance in the audience for other regional cultures so such dramas are necessary for national cohesion and understanding. The study further suggests that state broadcaster Pakistan Television (PTV) has the most relevant content related to National Integration whereas the private TV channels need to add more patriotic content in their dramas.

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Appendix

Structured questionnaire to measure public perception of National Integration through 5-point

Likert Scale

1:Strongly Agree	2: Agree	3:Neither agree nor disagree	4: Disagree	5:Strongly disagree
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Have PTV Dramas been successful to cultivate national integration in its viewers? **1 2 3 4 5**

Whether PTV Dramas have promoted national integration in masses as it promised? **1 2 3 4 5**

Are private channels TV Dramas cultivating national integration in the viewers? **1 2 3 4 5**

Are private channels TV Dramas following code of ethics provided by PEMRA? **1 2 3 4 5**