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Article:	Cultivating Fake Cultural Consciousness Among People of Pakistan: A Myth or Reality
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ABSTRACT

The purpose of this study is to find out the impact of Pakistani TV drama content on living style, social values, and conversion of local culture into global culture. The study “Cultivating Fake Cultural Consciousness among People of Pakistan: A Myth or Reality” investigated that whether there is a significant difference among different age groups in terms of their views about cultural consciousness: whether there is a significant variation among respondents of different education levels in terms of their views about cultural consciousness: whether there is significant difference among respondents perception in terms of their views about cultural consciousness: and whether Pakistani TV dramas are cultivating fake cultural consciousness. Under the rubric of cultivation theory, the researchers used survey method for measuring attitudes of people regarding Cultivating fake cultural consciousness among people of Pakistan and collected data from 600 males and females of Lahore, Gujrat and Islamabad. The researchers used purposive sampling technique and to fill questionnaire from those who watch Pakistani TV dramas on daily basis. Findings of the study reveal that Pakistani dramas are a source of converting local culture into global culture. Presentation of foreign cultural values in Pakistani TV dramas has a strong impact on eastern cultural values. Furthermore, the results reveal that local social values are being transformed and people are intending to adopt luxurious lifestyle in their daily life, a symbol of foreign culture and values.

Keywords: TV Channels, Cultural consciousness, Drama, Pakistan, Society

INTRODUCTION

Drama has a descriptive nature which help viewer's to understand the intercontinental figurative values, cultural transformation, strong images of culture and racism (Bainbridge, 2020). Popularity of Television increased due to globalization, which is dangerous for the identity of national and local cultures (Barker, 1999). Television replaces radio & print media which is more powerful to cultivate the minds of people. Newly, adopted culture has changed the local culture (Selznick, 2008), it also has effects on cultural values (Zahid, 2007). In this contemporary world, media is the important part of a society, which introduces media-culture linkage. Mass media is playing an important role in cultivating physical and psychological behaviours of people (Burton, 2002). Media has a power to conceive, create and propagate cultural ideologies among societies which generate desires and beliefs to change local values (Suzuki, 2020), it has deep effects on the physical and psychological behaviours (Getzkow & Shapiro, 2004; Olken, 2006).

Globalization creates wisdom in people about the relationship of economy and culture (Roberston, 1992). It provides platform to the people for communication and transfer culture in a society or at personal level (Held & McGrew, 2002), globalization has a power to change the minds of viewers (Krugman & Verables, 1995). Advancement in the field of technology, television fades the local culture values, norms and local languages of a society and impose english language on others (Ito, 2020). Media owners create their own monopoly and broadcast content through TV channels to alter the current situation (Kellner, 1990), they produce & distribute their own culture to cultivate the behaviour and values of a society (McChesney & Nichols, 2002). Developed countries use mass media to increase their businesses and transform their own culture (Shugnessy & Stadler, 2002). Television gain popularity due to shining celebrities, fascinating music, strong story, beautiful locations, prosperous & glamorous life, romantic scenes and familiarity with foreign culture (Lee,

2017), familiarity of foreign culture depends upon two reasons, relevancy with culture and linguistic chronological cohesion (Pastina & Straubhaar, 2005). Drama also affects the minds of viewer;s due to beautiful localities and strong story (Malik et al., 2019).

Pakistan private TV channels are broadcasting news, political talk shows, drama and morning shows for the enjoyment of viewers. This study aims to investigate that Pakistani dramas are cultivating the minds and injecting foreign culture in a society. Hum TV, Geo Entertainment and ARY digital are selected for the study. These channels are broadcasting drama, which has foreign content and cultivating the minds of people. The researchers use “Cultivation theory” and survey method has adopted to get response of viewers. Pakistani dramas have deep affects on the behaviour and attitude of people; they try to wear jeans, eat fast food, visit hotels & bars, use luxury homes for living and use expensive cars as shown in Pakistani TV dramas. Many researchers do research on the effects of TV on the dressing style, language and fashion trebds. In this study, researchers tried to digout, how pakistani dramas are changing the cultural values and living style of Pakistani people, this research will be different from the previous studies as it covers all aspects of cultural norms.

Objectives:

1. Whether there is sense of cultural consciousness among the viewers of Pakistani TV dramas.
2. Whether TV dramas are transforming local culture into global culture.
3. Whether TV dramas are fading eastern cultural values.
4. Whether TV dramas are affecting lifestyle of Pakistani people.

Hypothesis:

H1: There is a significant difference among different age groups in terms of their views about cultural consciousness.

H2: There is a significant variation among respondents of different education levels in terms of their views about cultural consciousness.

H3: There is a significant difference among respondents perception in terms of their views about cultural consciousness.

H4: Whether Pakistani TV dramas are cultivating fake cultural consciousness.

LITERATURE REVIEW

Television content has deep and everlasting effects on the minds of people. Drama content has changed the social and cultural behaviour of Iranian women (Zadeh & Muzafferi, 2014), it has also wide effects on the culture of people (Kellner, 1995; Jenkins, 1992; Lewis, 1989), where Brainbridge (2020) Carried out a research to understand the symbolic and controversial functions of celebrity scandal mediation, which analyzes psychological, and emotional experiences. Findings show that over the course of emotional and formal level of time, popular media unknowingly provides channel to effect unconscious skills and resists the strong description that celebrities are invulnerable. Objectification of celebrities, affect the minds and behavior of viewer's and they try to follow them in their daily life. This particular style of affection, facilitate to idealize and defaming behaviours of viewer's about celebrity which cause conscious and unconscious aspects to cultivate behaviors (Marshall, 2014).

TV drama is cultivating the minds of people and transferring foreign culture. Korean TV drama on Netflix not only entertaining the people by portraying the romantic scenes but also involve them emotionally. In addition, the emotional story of Korean drama, allows Netflix American viewers to explore different cultures through pursuit, group, and gender dogmas to construct class difference and deliberate chain of command (Ju, 2019). Malaysian people adopted western dresses and cultural norms due to globalization, which is affecting the pure culture of Malaysia (Mustaffa et al. 2014), and portrayal of alcohol consumption in

British TV drama have negative affect on the minds of viewers (Mayrhofer & Matthes, 2018), used at religious and social gatherings of British people and it is a symbol of high class (Furnham et al, 1997). Many researchers found that presentation of alcohol in TV dramas have negative effects on viewers (McFarlin & Fals-Stewart, 2002; Coyne & Ahmed, 2009).

Foreign media is promoting their culture through drama and entertaining programs all over the world. Ukka (2019) carried out a research to find out the impact of Korean TV drama on the behavior of Indonesian youth. The findings show that male youth follow fashion trends shown in Korean TV drama whereas females use Korean cosmetics in their daily life. Drama content cultivates the minds of Malaysian people (Arriffin et al., 2018; sign & Kaur, 2017), and foreign media is reshaping the minds of people (Tanvir, et al., 2014). Furthermore, drama is a major part of entertainment industry and Pakistani young generation is inspired from star plus drama due to dressing pattern and festives (Majeed, 2005) which is the integral part of a society (Alalawi et. al. 2016) and has deep affects on society (zahid, 2007).

Media in the age of technology have deep and everlasting effects on the minds of viewers. Drama is not only the way of entertainment for people but also educate them about latest trends and fashion of other society. Dramas directly hit the cultural values and norms of a society (Shabir, et. al., 2013), and content of media change the culture of a society (Hepp, et. al., 2015). TV, magazines and social networks play a key role in transferring fashion trends among people (Martin, 1998), portrayal of female slim body fascinate others (Bessenoff, 2006), and media cultivate the behavior about products and dashing look (Chan, 2008; Sohn, 2009; Zhou et. al., 2008).

Pakistan is a developing country and culture of Pakistan is under threat whereas Indian and Turkish dramas injecting their cultures into it. Turkish dramas have been

modernized and broadcasting liberal content like hugging, kissing, dance and alcoholic presentation in their daily routine. Pakistani youth adopting these activities which are disturbing cultural norms of a society (Madni, et. Al., 2014) whereas romantic scenes in Pakistani drama affecting the intensions of youth, male as compared to females inspired from romantic scenes (Karim & Shehzad, 2016), glamorous and liberal presentation of Turkish dramas affects the minds of Pakistani educated females both culturally and religiously (Aslam, et. Al., 2015). Turkish dramas have negative effects on the culture of Pakistan (Iqbal, 2018), popular culture is dominating in media (Cetin, 2014). Youth of contemporary world are a soft target of business world (Su & Tong, 2017), they are interested in latest fashion trends (Nelson & McLeod, 2005), although fashion content of media directly hit the cognition of young people (Sun & Guo, 2013), and people who speaks English laguange, society call them “cool” (Ito, 2020).

THEORETICAL FRAMEWORK

The researchers tried to investigate, whether entertainment TV channels of Pakistan cultivating minds of people. People of Pakistan are watching native and western TV channels for the information and entertainment. World has become a global village and it cultivates cultural values, social norms and lifestyle of people. Every society has its own cultural norms & values and people of those societies practice their local culture in their daily life.

The researchers has used “Cultivation Theory” to investigate the topic. Television has limited or unlimited affects on the physical and psychological behaviour of viewers. Affects of content vary from society to society or class to class and results of every study are different from each other due to societal differences (Baran, 2004).

Television is a medium, which injects verbal and nonverbal messages in the minds of viewers by repetition of programs. People watch programs and change their life style, they use them in their social life and cultivate their minds according to content of programs.

Human surveillance, action and moral values change with the change of minds (Gerbner, Gross, Morgan and Signorielli, 1980). Effects of Television are debatable and cultivation theory used in research procedure to study these effects on the minds of viewers where other variables stay stable (Gerbner, Gross, Signorielli; 1994). Many researchers conduct researches to realize, improve, evaluate, dismiss or protect the theoretical process of cultivation theory (Hawkins and Pingree, 1983; Potter, 1993; Signorielli and Morgan, 1990).

It can determine the effects of political talk shows on the voting behaviour and violence among kids, sex behaviour of youth, cultural changes due to content of programs (Shanahan and Jones, 1999) and cultivation theory speaks on effects (Mcquail & Windahl, 1993). Television is a powerful medium which provoke people to indulge in social activities and sensitize their thinking about society, communication and people (Morgan & Shanhan: 2010) So, cultivation theory points out that how Television is developing irrational atmosphere in people's mind and on-air content that cultivates the concept of viewers about societal norms (Zaharopoulos, 2001). Many researchers used it to evaluate viewer's perception about assets, separation, and working women (Potter, 1991); sexual label (Ward and Friedman, 2006); materialism (Reimer and Rosengren, 1990); values (Potter, 1990); psychological fitness (Diefenbach and West, 2007); feelings of hostility (Signorielli, 1990); ecological anxiety (Shanahan & Stenbjerre, 1997); occupation (Signorielli and Kahlenberg, 2001); awareness of wellbeing (Sotirovic, 2001); and matrimonial potential (Segrin and Nabi, 2002).

METHODOLOGY

This study uses survey method (Quantitative) as methodology, questionnaire as a tool for data collection and analyzed respondents response in SPSS and apply One Way ANOVA test. In current study researcher selects 600 respondents (300 males & 300 females) from three cities Lahore, Gujrat and Islamabad.

FINDINGS

Table 1.1: There is a significant difference among different age groups in terms of their views about cultural consciousness.

Sr. No.	Age	N	Mean	SD	F	Sign.
1	18-30	367	4.01	2.78	5.15	.006
2	31-45	153	4.12	2.34		
3	46-60	80	3.95	2.20		

Table 1.1 shows that there is a significant difference among respondents of different age groups. People with age of 18-30 have mean score 4.01, 31-45 of age have 4.12 mean score and 46-60 age have 3.95 mean score. Table shows that significant value 0.006 is less than $p < 0.05$ which shows that TV dramas are cultivating cultural consciousness among people of Pakistan and it also depicts that people with different age group are exposed from drama differently.

Table 1.2: Drama Variable Age Wise Post HOC

Sr No	Age	Mean Difference	Df	Sig.
1	18-30 & 31-45	-0.67	597	0.02
2	18-30 & 46-60	0.37		0.49
3	31-45 & 46-60	-1.03		0.01

Table 1.2 shows that dramas have different level of affects on the minds of different age groups. There is a significant difference among age groups 18-30 and 31-45 where mean score is 0.02 and significant difference between age 31-45 and 46-60 has mean score is 0.01. Results shows that there is insignificant difference between age 18-30 and 46-60 where mean

score is 0.49. findings show that drama has positive effects the consciousness of people have age 18-30 & 31-45 and 31-45 & 46-60 but have negative affects between the ages of 18-30 & 46-60.

Table 1.3: There is a significant variation among respondents of different education levels in terms of their views about cultural consciousness

Sr. No.	Education	N	Mean	SD	F	Sign.
1	Metric	65	3.8	2.82	9.53	.000
2	Intermediate	268	4.02	2.79		
3	BA/MA	226	4.09	2.29		
4	M.Phil & Above	41	4.16	1.94		

Table 1.3 Statistically proves that there is a significant variation among people have different education levels. Results show that dramas are cultivating cultural consciousness among people where significant value is .000, which is less than $P < 0.05$ and findings also show that dramas have a significant impact on the minds of educated people, which varies from person to person due to education levels. Findings show that statistically there is a significant difference exists ($F=9.53$), $p < .05$ among the respondents of different education levels. Respondents with metric education (mean score = 3.8, $SD= 2.82$), with intermediate education (mean score = 4.02, $SD= 2.79$), with BA/MA education (mean score = 4.09, $SD= 2.29$) and with M.Phil & above (mean score= 4.16, $SD= 1.94$) in terms of cultivating fake cultural consciousness by Pakistani TV dramas

Table 1.4: Drama Variable Education Wise Post HOC

Sr No	Education	Mean Difference	Df	Sig.
1	Metric-Intermediate	-1.36	596	.001
2	Metric-BA/MA	-1.80		.000
3	Metric-M.Phil & Above	-2.19		.000
4	Intermediate-BA/MA	-0.43		.240
5	Intermediate-M.Phil & Above	-0.82		.226
6	BA/MA-M.Phil & Above	-0.38		.812

Table 1.4 depicts the post HOC values which shows the difference between respondents due to different education. Findings shows that there is a similarity between Metric-Intermediate, Metric- BA/MA, Metric-M.Phil & Above and TV drama has positive impact on respondents whereas Intermediate-BA/MA, Intermediate-M.Phil & Above and BA/MA-M.Phil & Above shows insignificant relation among them.

Table 1.5: There is a significant difference among respondents perception in terms of their views about cultural consciousness

Sr No	Channels	Mean	SD	F	Sig.
1	GEO Entertainment	4.05	2.77	21.23	.000
2	HUM TV	3.96	2.46		
3	ARY Digital	4.09	2.63		
4	Any other	4.5	1.70		

Table 1.5 statistically proves that significant variation exists among Pakistani TV channels and cultural consciousness. Entertainment TV channels Geo, HUM, ARY and others have positive effects on the consciousness of viewers and people cultivate their minds.

Findings show that statistically there is a significant difference exists ($F=21.23$), $p<.05$ among the different TV channels. Geo entertainment has mean score = 4.05, $SD= 2.77$, whereas HUM TV has mean score = 3.96, $SD= 2.46$, ARY digital has mean score = 4.09, $SD= 2.63$) and any other TV channels has mean score= 4.5, $SD= 1.70$ in terms of cultivating fake cultural consciousness by Pakistani TV channels.

Table 1.6: TV Channels Post HOC

Sr No	Compared channels	Mean Difference	Df	Sig.
1	GEO-HUM TV	0.54		.157
2	GEO-ARY	-0.23		.848
3	GEO-Another	-2.64	596	.004
4	HUM TV-ARY	-0.78		.012
5	HUM TV-ANY OTHER	-3.19		.000
6	ARY-ANY OTHER	-2.40		.010

Table 1.6 shows that entertainment TV channels GEO-Anyother, HUM TV-ARY, HUM TV-Any other and ARY-Any other have significant differences and has positive influence on the cultural perception of viewers whereas GEO-HUM TV and GEO-ARY have insignificant difference among them.

Table 1.7: Whether Pakistani TV dramas are cultivating fake cultural consciousness

Sr No	Channels	Mean	SD	F	Sig.
1	GEO Entertainment	3.72	5.81	21.24	.000
2	HUM TV	3.67	7.38		
3	ARY Digital	3.84	7.45		
4	Any other	4.16	0.85		

Table 1.7 shows that Pakistani TV dramas have positive influence on the minds of people and cultivating cultural consciousness. Dramas of GEO entertainment has mean

difference 3.72, Hum TV has 3.67, ARY digital has 3.84 and other entertainment TV channels have 4.16 mean difference. The significant difference among different TV channels drama illustrates that Pakistani TV dramas are cultivating fake cultural consciousness. It is also understood that public evaluate and access the elite culture in a different way when they are exposed to Pakistani entertainment TV channels. It is inferred that with respect to people perception, there is different exposure of Pakistani entertainment TV channels.

DISCUSSION AND CONCLUSION

Pakistan is a developing country where people spend their life according to their own cultural norms and traditions. Advancement in the field of technology and media, people are becoming aware about other cultures, traditions, norms and values. People of Pakistan were following their own cultural values and norms whereas owners of private TV news channels visualized the importance of cultural change and launched entertainment TV channels to cultivate the minds of people. They broadcast culture of foreign countries on the name of entertainment and cultivate innocent minds into glamorous minds.

Findings of the study show that TV drama has deep effects on the minds of viewers who's age inbetween 18-30, and have high school education and also cultivate the cultural values and behaviour whereas viewers with the above age and education has less affects. Every person has its own perception about culture, religion, relations and life. Some follow their own cultural values and develop a traditional entity whereas some understand the contemporary world and follow latest fashion, trends, cultural values and norms shows on TV drama. Findings of the study revealed that Pakistani entertainment TV channels like, GEO Entertainment, HUM TV, ARY Digital and others have deep impact and cultivate the fake cultural consciousness among people of Pakistan. Entertainment industry of Pakistan change the perception and converts local culture into global culture due to this people lose their own identity. Many researchers investigated the effects of Geo, HUM and ARY content on the

cultural consciousness and impact of global culture on local culture (Tanvie et al, 2014; Shah et al, 2016; shabir et al, 2013).

Pakistani society has its own strong cultural background which remain in the conscious of people but the foreign content shown in drama cultivates the local culture and inject fake culture in the conscious of Pakistani society. Drama of these channels has foreign content, which replaced the local culture into global culture, which proves the hypothesis.

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