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Article:	Effects of Media Feminist Approaches on Youth
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Abstract

Feminism is tied in with examining sexual orientation contrasts and in regards to supplementing the job of genders in the public eye. Being a feminist it is just having faith in equivalent rights for all sexes. It's not tied in with detesting men. It's not about ladies being superior to men. It's not tied in with shunning womanliness. Pakistani Media is promoting western term of feminism and have recently launched the first feminism based web series CHURAILS. Four women run an office calling themselves CHURAILS. At the point when one of them disappears, their investigation drives them to something a lot greater than themselves. The purpose of this study is to analyze the perceptive of Pakistani youth on feminism, also the effect of feminism on youth, and to explore the digital media content on feminism in Pakistan. An online survey is conducted through social media to which 150 respondents of age 16-30 year old responded. This study highlights that the youngsters of Pakistan are fully aware of the term Feminism and support gender equality. In which the 41% of youth agreed with the concept of gender equality concept of feminism. But the Pakistani Media is portraying the western feminism which is destroying our culture, norms and religious value. This study shows that the wrongly portrayed feminism by Pakistani Media is causing discomfort in gender which will affect the feminist movements in future. This study also shows that web series like CHURAILS is promoting vulgarity among the youngsters.

Keywords: Feminism, Media, Pakistani Youth, Feminism and Media, Churials, Films

Introduction

Feminism is a movement which believes in the advocacy of political, social, cultural and economical rights of women through equal rights and legislation. Beecher (1990) noted that Feminism is coined by Charles Fourier in 1837. There are three waves of feminism which not only shaped it but also add on the things require for the equality to prevail. First wave begins in the 19th and early 20th century which involves equality in social and economical rights. It involved the campaigns of Voting rights women and socially equal rights. The Second wave of feminism started with the slogan to end patriarchy in 1960. The women became active for their education, right to divorce and career opportunities. The third wave of feminism started in 1990 with gender violence and issues related to oppress women.

In Pakistan, right after independence in 1947, Fatima Jinnah led and organizes the feminist groups for the betterment of women in newly created country. In 1948, women demanded their own rights in the country post creation which they started with the economic rights in the annual budget debate in the assembly. Muslim league women committee took notice of removal of Sharia Bill from the assembly after the public demonstration by thousands of women towards assembly. The Parliament of Pakistan reserved the seats for women throughout the constitutional history from 1956 to 1973. The Muslim Personal Law of Sharia accepted the right of women to inherit property. Shaista Ikramullah and Jahanara Shahnawaz countered the religious clerics after they refused to sit with the women below age 50 or without burqa in the zakat committee. In 1955, All Pakistan Women Association started a campaign against Prime Minister Muhammad Ali Bogra's second marriage which turned into legal reform later. In 1956, a federation was formed for the women who didn't work after having degrees. Many organizations were formed for the betterment of women like Family Planning Association, Girls Guide, Pakistan Nurses Association, Housewives Association and The Pakistan red cross etc. A Marxist based Democratic women's association was

formed in 1948. For the betterment of Christian women in the country Young Women's Christian Association which was formed in 1899 continued their work in Pakistan too. After the terrible incident of 1971 fall of Dhaka, Zulfiqar Ali Bhutto introduced reforms to uplift the status of women. Begum Raana Liaqat Ali Khan was made Governor of Sindh province. The doors for women in the services opened in 1972 after legal reforms. In the Zia's era, many religious clerics openly came out in against of women participation in politics and economy. In 1983, Pakistan Women lawyers come out for protest against the military legislation like law of evidence which was the turning point of feminism in Pakistan's history. Women demonstrated against the rule in every field like Arts, Poetry, Dance, Journalism, theatre and paintings. By the end of Zia rule in 1988, Pakistani Public elected first ever women prime minister of the Muslim World Benazir Bhutto. From then despite having many issues women in Pakistan is progressing in every field of life from sports to arts, politics to films. They are making their own place.

With the start of 21st century, the private media channels aired in Pakistan which gave women opportunities to present or prove themselves equal to men. Their dressing and confidence catch the audience attention. The private channels clearly presenting a moderate view of Pakistan which causes many discomforts among religious groups. Women achieved the global rewards through the media like documentary films like Saving Face and a girl in the river – the price of forgiveness earned Sharmeen Obaid Chinnoy two Academy awards for best short documentary films. Malala Yusufzai struggles in her blogs for BBC for the peace in Swat made the government to conduct operation against militants in Swat Valley. Later Malala become youngest recipient of Noble Prize in the world. Now we have female directors, producers, camera operators, content creators and many other fields of media in which women are marking the stars. In 2020, Pakistan made their first feminist digital series

Churails which set to been seen as a new wave of feminism in the Pakistan digital media industry.

The youth is divided in their views regarding the feminist movement and their working in Pakistan. The Aurat March, which begin in 2018 have seen continuous growth in its participations of attendants even though national media criticize the March. According to Georgetown Women Peace and security index Pakistan rank fourth worst country for women out of 167 countries. Women in the urban areas are now getting more aware of their rights rather than women in conservative localities. So the girl challenging the patriarchy is making the males of our patriarchal society discomfort.

Research Objectives

The main objectives of this study are following:

- To analyze the views of our youth towards feminism movement that how many of them know about its concepts like equality of rights.
- To study the effects of feminism on youth through media i.e. cultural, religious, social.
- To predict the future of feminist movements in Pakistan especially through media
- To get the youth statistics about the understanding of feminism through media like dramas, web series, News media or film.
- While to obtain the review of digital media feminist content from youth which made us to analyze their perspective is also an objective of this research study.

Statement Problem

The youth of our country received modernism and traditionalism hand in hand which led to many confusions relating to Feminist movement in our country. It divided our youth ideologically. Some of them can be supporting feminism fully, some partially and some rejected it by claiming it to the propaganda of west to target our religious and cultural norms

and values. This discomfort among our youth leads to many gender biased problems and issues in every field of working.

Research Questions

Q-1: Is Pakistani Media promoting feminism on western agendas by hitting our values and ethics?

Q-2: Is Feminism is creating discomforts among the genders in our country by countering Patriarchy?

Q-3: Is Digital Media content is predicting better future for feminist movements in our country?

Literature Review

Fleschenberg (2010) claimed in her book *Women movements in Asia – Feminisms and transnational activism* that Pakistani feminist movements have drawn a wide range of strategies and policies for the better legislation of women. Some have adopted method of Islamic concept of equality whereas others adopted secular approaches for not confining themselves in religious course. Feminism has been portrayed as a challenge to sovereignty of Pakistan with serious threats to inherited religious and cultural traditions.

Zia (2009) stated in a study on *Reinvention of Feminism in Pakistan* stated that the concept of new feminism arise in Pakistan is to empower women by staying in limits set by Islam. She claimed that Muslim. Feminist urged the secular Feminist to redefine their feminist agenda in Pakistan. She raised the voice on increasing number Muslim Feminists who want to normalize all the women's rights within a religious framework.

Saeed et al. (2010) highlights in a case study on patriarchal ideologies in Pakistani Cinema that the scenes from the films like *Bol*, *Dukhtar*, *Khuda kay Liye* and *Bachana*. In these films there are many scenes in which patriarchy was challenged. In the film *Bol* (2011), Humaima Malik boldly presented herself against discrimination despite being faced violence

by her own father. Film *Khuda Kay Liye* (2007) was based on misconceptions about Islam but a role played by Iman Ali who stood up for her forced marriage and marital rape in the movie last impression on audience.

Ullah et al. (2010) stated in their research on gender representation in Pakistani Print media that gender stereotypes reinforces by print media in Pakistan. The analysis have been taken from four widely newspapers of Pakistan by keeping the complexity of sexism and content analysis. The study was driven out according to the socio cultural aspects of Pakistani society and feminist theories. The results show that print media depict women only as homemakers and men to be bread earners and leader of public affairs. Print media also objectifies and glamorizes women bodies. Seductive photo shoots were filled in advertisement portions of newspaper. Advertisements of various products show the gender stereotypical biasness by objectifying women as objects to men. It indicates print media to be the instrument of male supremacy in the patriarchal social setup. The print advertisements present message that a man dress for his public dominancy whereas a women dress for the attraction.

Khan (2020) stated in an article by Asian times on the title of *Churails: What Pakistan doesn't want to talk about* stated that this series in just ten episodes highlight every issue related to our society like domestic abuse, misogyny, class divide, trans-phobia, homophobia etc. This series highlights the life of two elite and two lower class women who united for the betterment of women rights in the city. Another article by T. Bagchi by Quint.com (2020) with the title of *Flawed, Fearless women fights patriarchy in Pakistani web series Churails*. The webs series showed four flawed women from different social background and their fearless journey against the mafias of the Karachi from politicians to Movie mafia. It also depicts the exploitation of transgender, Homosexuals and sex workers by the society. The series exposed the stripping culture of women who want to become successful actors in the

industry. The Ownership of their flaws is the best thing of this series because of the acceptance of every character the way they are. The character of Zubaida by Mehar Bano was the main highlight for the youth who emerges out as rebel for her dreams for boxing. Fatima (2019) published in her study on representation of women role in Pakistani Dramas that most of the common concepts in Pakistani Dramas influenced by term honor including marriage, rape, domestic violence, victimization of harassment and silencing them or gender roles. It claims that despite being modernization and betterment in female education, the women are still discussed with honor discourses on the screens and the concept of what is meant to be honorable women in Pakistani society. Women in most of dramas portrays by using adjectives like innocent, God fearing, honest, obedient and humble which clearly makes what a honorable women should be like in the society. Minhas (2019) described that media used farming techniques publishing news items, which has a huge impact on the youth especially. The research noted that media influenced youth at large by term domestic violence by framing the news items in specific slant.

Method of the Study

Survey method deals with the questioning individuals on topic or topics through an online and hard copy series of questions presented to them which may or may not have options. It can be both open ended or closed ended questions depending on the sort of research you are doing i.e. quantitative or qualitative. It has two main objectives: Describe certain or all aspects of population. Test hypothesis and their relationship with population. Survey method can be applied in questionnaires, direct interview or documentation review. The data through survey method is easy to gather and analyze. It is a cheaper method as compared to other methods. This study is related to youth so the unit of analysis will be the individuals belonging to a specific age group between 16-30 years. The unit of our analysis differentiate from the population overall. With the restricted unit of population we can easily

draw the results relating to the study conducted. The sample comprises of 80 individuals mostly students from the different parts of Pakistan. The sample population is basically the youth. The data collected from the youth who is aware of Pakistani Media and its working. An online survey comprises of thirteen questions were presented to our sample related to media role in promoting feminism, its effect on our cultural, social and religious norms, the gender discomforts, the dramas and web series like Churails effect on youth, their knowledge about the concepts of feminism and gender equality, the dramas promoting feminism. These were the key questions of the online survey conducted. It took one and half minute for each participant to fill this survey on average.

Results and Discussion

150 responses were received from the survey. The results including the figures and the analysis of the data from the 150 respondents to the survey are as follows:

Question	Yes	No	Neutral / Partially
Do you fully aware of term feminism?	61.25%	5%	33.75%
Do you believe in gender equality concept in Feminism?	45%	23.75%	31.25%
Do you think feminism is wrongly perceived by our youth specially boys?	57%	18.75%	23.75%
Do you think Feminism presented through our media is destroying our culture?	66.25%	11.25%	22.50%
Do you think the concept of Feminism presented by Pakistani Media is against our religious value?	62.5%	15%	22.5%
Do you think Feminism shown on media counters the patriarchal norm of our society?	53.75%	15%	31.25%
Do you think Pakistani Dramas are promoting Feminism in our society?	50%	33.75%	16.25%
Do you think Feminism presenting through Pakistani media is leading to discomfort among genders?	58.75%	16.25%	25%
Do you think Pakistani digital media content is promoting western feminism in our country?	73.75%	11.25%	15%
Have you watched trailer of Pakistan first web series CHURAILS?	41.25%	58.75%	/
Do you think web series like Churails promoted the actual meaning of feminism?	21.25%	23.75%	55%
Do you think feminism through such series is promoting vulgarity?	31.25%	17.5%	51.25%

Table -1

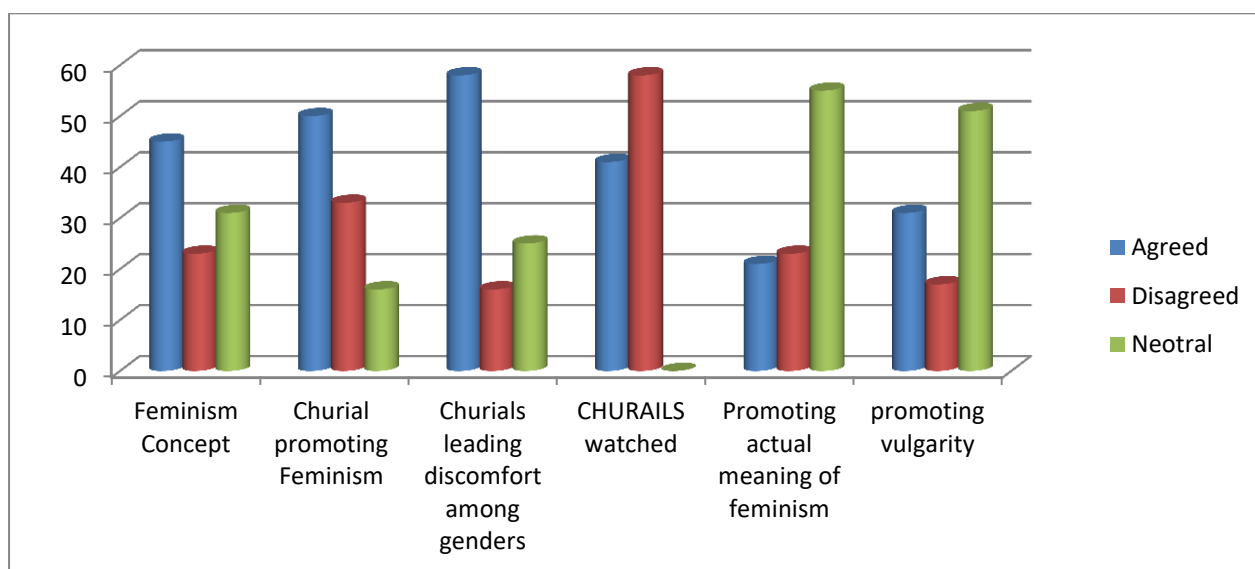
Figure A Showed that 28.75% respondents to the survey belongs to the age group 16-20 year old, 65% respondents belongs to 21-25 year old age group and 6.25% respondents belongs to 25-30 year old age group. So mostly respondents were 21 to 25 year old. 61.25% respondents were fully aware of the term feminism, 33.75% respondents had the idea about the term feminism and only 5% respondents were not aware of the term feminism. This means most of the respondents had the idea of the term feminism. 45% respondents believe in the gender equality and 23.75% respondents did not believe in gender equality concept of feminism while 31.25% respondents were neutral about this. Majority of youngsters believe in the gender equality while some differ from it somehow. 57% respondent's thinks youth especially boys perceive the idea of feminism wrongly while only 18.75% respondents deny it and 23.75% were neutral about this. Majority of the youth especially boys perceive the idea of feminism wrongly. 66.25% respondents think feminism through media is destroying our culture and just 11.25% respondents disagree with this and 22.50% respondents were neutral. Majority of respondents agrees with the thought of feminism through media destroying our culture. 62.50% respondents agrees with the thought of feminism through Pakistani media destroying our religious values and only 15% of respondents disagree with this while 22.50% were neutral about this thought.

53.75% respondents thinks feminism on media counters the patriarchal norms of our society but only 15% of respondents disagree leaving 31.25% respondents neutral to this thought.

50% of the respondents think Pakistani dramas are promoting feminism and 33.75% of respondents disagree with Pakistani drama promoting feminism while the rest 16.25% of respondents were neutral. 58.75% respondents thinks feminism presented through Pakistan media is causing trouble among genders while only 16.25% respondents disagree leaving one-fourth (25.00%) of respondents neutral.

73.75% respondents to the survey believe Pakistani media is promoting western culture in our country while only 11.25% of respondents disagree with this leaving 15% neutral to this thought. 41.25% of respondents have watched the trailer of Pakistani first web series Churails and 58.75% have not watched the trailer of Churails. Majority of the respondents were unaware of the Pakistani first web series Churails.

21.25% of respondents think Churails promoted the actual meaning of feminism while 23.75% disagree with this and majority of respondents 55% were neutral about Churail. 31.25% of respondents think feminism through such series is promoting vulgarity while only 17.50% disagree with this thought leaving 51.25% of respondents neutral who have not watched series Churail.



Analysis

Majority of the youngsters in Pakistan are fully aware of the term feminism and fully support the concept of gender equality in the society but the boys perceive the concept of feminism wrongly. Pakistani Media portrays the wrong concept of feminism which is destroying our culture and is against our religious values and norms of our society. Pakistani dramas and digital media content are promoting the western feminism in our society which is leading to gender discomfort in our society by countering patriarchy. Majority of the

Pakistani youngsters are unaware of the first Pakistani web series CHURAILS and majority of those who are aware of this series says it portrays the wrong concept of feminism and is promoting vulgarity in our society. The digital media is promoting the feminism concept wrongly which is effecting the youth of Pakistan badly and in future this will cause a lot of troubles for the feminist movement and feminist activities in our country. It is concluded that controversy such as this will be predicated on a divided 'good' Vs 'bad' Woman, such that females who follow by the broad interpretation of philosophy will be contested against those who pursue a rigid and strict interpreters style and align them with male ethico thought. That's only expected to create a new, radicalized, religious-political feminism controlling Pakistan's country's legacy.

Conclusion

The main conclusion from this study is that Pakistani Media is destroying the values and ethics of the society by portraying the wrong image of Feminism (Western Feminism) through digital media i.e. dramas, web series etc. Pakistani Youth is aware of Feminism and believes in gender equality but portrayal western feminism by digital media causing a lot of difficulties for youth leading the discomfort among genders. Mostly, boys understand the term feminism wrongly. Feminist base societies and organizations are going to face a lot of difficulties in near future in their activities because of the content and image of feminism presented by the digital media of Pakistan.

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