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Article:	Effects of Pakistani TV Dramas on Social Behavior of Women
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Abstract

The basic goal of the study named “Effects of Pakistani TV Dramas on Social Behavior of Women” is to discover the cultivation effects of social issues/problems based Pakistani TV dramas on women of Bahawalpur. The researcher collects a sample of 300 women who live in Bahawalpur with different educational backgrounds by using purposive sampling. The researchers found that social issues based dramas have negative impact on women’s behavior moreover dramas are portraying the issues as exactly as they are prevailing in the society. The study describes that women get more information regarding social issues that are portrayed in the society”. It also illustrates that women believe dramas play an important role in the resolution of social issues and problem in the society.

Keywords: Television, Pakistani Dramas, Social issues/problems, Social Behavior, Women

Introduction

Drama is a Greek word that means “action”. Drama is basically a visual art that is performed in front of the audience. Drama can be performed for Radio, theatre, or for television. The drama has a script and proper dialogues which are performed by the characters. (Elam, 1980) Drama is the play that portrays a story and life with its emotions by using proper dialogues and strong performance of the characters. (Merriam Webster Dictionary "Definition of Drama", n.d.)

The drama is a layout which is performed by the actors through actions and proper dialogues for the theatre. (Abrams, 1999)

Importance of Pakistani dramas in Society

Television plays an important role in social reformation. Dramas play an important role in educating, informing, and unite society to national culture. Dramas are the basic tool to express the feelings and culture of society. Pakistani dramas are playing an important role in safeguarding cultural norms and have the capability to develop a positive attitude. Pakistani dramas provide all kinds of dramas for all kinds of audiences. Pakistan has many channels that present dramas and classic work in teleplays. Pakistani dramas are an important tool to spread awareness among its audience. Pakistani dramas play an important role in giving its audience a review of their problems and bring them to attend so that the problem could be solved or the situation could be improved. (Huma , 2015)

Background

Pakistani Dramas has a very significant history in the sub-continent. Pakistani dramas start with classical dramas that have a strong message for the audience and these dramas are still very popular among youth. Being an Islamic state, Pakistan always produces dramas that are suitable to the Muslim culture and deliver a strong message. With the passage of time, Pakistan drama industry flourishes but in early 2000 a miserable condition came when people start watching Star plus with the arrival of satellite channels in Pakistan. This is the downfall of the industry and people start adopting Hindu culture. After that new channels were introduced in the country. With the arrival of new private channels, people start loving Pakistani dramas again. After the arrival of private entertainment channels, the Pakistani drama industry again flourish with so many inspirational and motivational dramas which is very popular among the audience not only in Pakistan but outside the world. (Qane, 2015)

Popularity outside Pakistan

Pakistani dramas are not only popular in Pakistan but also very popular around the world. Pakistani Drama Humsafar is not only popular in Pakistan but also popular in the Middle East and broadcast under the title Rafeeq-Al-Rooh by Middle East Broadcasting Center MBC). This becomes the most watched and popular after its first few episodes. Other dramas such as Malaal, Zindagi Gulzar Hai, and Mera Naam Yousaf hai were also broadcast by MBC in Arabic. Pakistani dramas were also be broadcast in Bangladesh, Afghanistan, and Nepal and were also aired on different Satellite channels in different countries like UK, Canada, Norway, and the US. (Dawood, 2013)

Pakistani dramas are also very popular across the border. In 2014 Zee entertainment made another channel Zindagi and Hum TV drama Zindagi Gulzar hai was broadcast in India on this channel and the onscreen couple received a lot of appreciation from the Indian audience as well as from Indian actors. (Zindagi Gulzar Hai: Pakistani drama serials win hearts in India, 2014)

Other Pakistani dramas such as Aunn Zara, Humsafar, Kitni Girhen Baaki Hain, Maat, Mere Qatil Mere Dildar, and Meri Zaat Zarra-e-Benishan were also be broadcasted by Zindagi. (Raza, n.d.)

Objectives

To explore or to determine

- Behavioral effects of dramas based on social issues/problems.
- Effects of dramas on thinking patterns of women.
- Association between the exposures of issues/problems based dramas and awareness regarding the issue in women.

Statement of the problem

What are the effects of TV dramas on the social behavior of women in Bahawalpur?

Literature Review

Media is the source of information, education, and entertainment and carries it to a large number of people. In media, Television has powerful effects on the masses. Drama is the basic source of entertainment when we talked about television and its impact on the behavior and mindset of people. A survey was conducted by Juni, Kareem, Alam, Haider, & Ashraf (2014) about the impact of Pakistan television prime time dramas on the rural culture of district Layyah. The study indicated that most of the people watch PTV dramas to gratify their entertainment needs and follow the lifestyle shown in dramas. The study also suggested that PTV dramas effect the cultural values of rural life, people are influenced by the dialogue, storyline, music, violence, romance, and comedy that was shown in PTV dramas and attract the viewers of rural areas. The dresses that are used in PTV dramas are largely effecting the cultural patterns of rural life. The study also shows that these dramas influenced language, food habits, games, and interaction patterns of people of rural life.

Another survey was conducted by Kaleemullah (2016) to study the impact of private channels dramas on the viewer's perception. The study indicated that private television dramas affect the social and religious system. The study also shows that these dramas also have an impact on cultural patterns and also bring the culture of foreign countries to Pakistan besides damaging their own culture. The study concluded that private TV dramas are affecting negatively to the females of Pakistan.

Karim & Shehzad (2016) emphasized how Pakistani dramas have an impact on the minds of people and how romantic scenes in Pakistani dramas effect viewers psychology. The study was conducted on the male and female students of Gujrat University. The study shows that in urban areas youth watch more dramas as compared to rural life and hence romantic scenes in dramas causing more disturbance in urban youth. The study also indicated that urban males were getting more inspiration from romantic scenes than females.

Shabir, Safdar, & Imran (2013) studied effects of Urdu dramas of HUM and Geo TV on the culture of women in Bahawalpur and analyzed how these dramas are important in cultural promotion and how these dramas are close to our traditions and cultures. The study shows that Hum TV dramas show culture and traditions but on the other hand Geo TV dramas were not presenting Pakistani culture. The study revealed that women adopted the styles of models shown in the Urdu dramas of Geo and Hum TV and these dramas were also educating women and promotes modernization. The finding shows that TV dramas of both channels are a good source of exchanging culture within the society and these dramas also focus or emphasize on the problems and issues regarding women.

In dramas, many social issues and taboos were also discussed in the past. Shah & Bhatti (2013) studies social taboos in prime time dramas of Hum TV. The study indicated that Hum TV shows social taboos content in their prime time dramas. The researcher works on different objectives and studied different prime time dramas of Hum TV. There were almost nine different types of social taboos that are analyzed in this research. The frequencies of different social taboos in these dramas were also monitored by the researcher.

A study was conducted by Zia, Ifthikar, & Raza (2017) to know how Pakistani Dramas are affecting the behavior of Pakistani rural women. The study used the

Communication Mediation Model (CMM) to scrutinize the effects of PTV dramas on the women in rural Punjab (Pakistan). By using the Communication Mediation Model (CMM) the study recognized the respondent pattern of consumption, the content preferred by the audience, watching hours of audience and change in the thoughts and emotions which leads to the adoption behavior. The results show that the cultivation effects of TV dramas were facilitated by gratification surveillance in women. The study also shows that women who had more gratification needs were getting more effects from the PTV dramas.

Zia (2014) explored the impact of PTV dramas on youth living in Lahore. The study concluded that PTV changes the attitude of youth through its dramas by breeding alien or foreign culture. The study shows that to some extent these dramas also generating frustration among youth and the majority think or understand that PTV dramas were different from reality and provide an escape to youth from realities of life.

Violence in television may lead to aggression Karim L. N (2008) studied the presence of violence in various forms against women in the Prime Time PTV drama serials during the last quarter of 2005. The study explored that the negative feelings regarding violence against women were induced into the audience through entertainment. The study concluded that the gap between media reality and social reality high SES and higher level of education with greater exposure of PTV dramas have great indulgence in violent actions. The study further indicated that on gender basis male is found more violent in particular and in general with high socio-cultural background, married, middle aged, and urban against the educated, young working women. The study also revealed that violence presented by PTV Urdu prime time dramas was either physical, verbal, psychological, or symbolic but the ratio of psychological violence was more than any other kind of violence.

Ullah & Bahadur, (2016) investigated the effects of crime shows on Pakistani youth. The researcher studied the psychological effects of these crimes shows on youth and also what youth thinks about these crimes shows. The result of the study shows that youth like to watch crime shows and they feel insecure. The study indicated that through crime shows youth learn new techniques of crimes and these shows promoting crimes among youth. The study revealed that these crimes shows portrayed vulgarity due to which negativity and aggression increase among youth. The result also shows that youth thinks these crime shows are against the norms and values of society and think that sensitive scenes should not be broadcasted in such programs.

Hypothesis

H1: It is more likely that social issues/problems based dramas have negative impact on women's behavior.

H2: It is more likely that dramas portraying the issues/problems as exactly as they are prevailing in the society.

H3: It is more likely that women get more information regarding social issues/problems that are portrayed in the society.

H4: It is more likely that women believe dramas play an important role in the resolution of social issues/problems in the society?

Theoretical Framework

The researcher used cultivation theory in this research to explore the effects of television dramas on women. Because nowadays a lot of dramas are based on social issues/problems and women are more likely to watch television dramas as compared to men. The women may have an impact on what is shown in these dramas. So according to this theory, women are observed to measure the impact of these dramas.

Cultivation theory examines the long term effects of watching television. Gabner says that the programs and the images that are shown on the television leave an impact on the audience's mind and change the perception in people. The focus of the cultivation theory is

on heavy viewers. People that are heavy viewers or watch more television are more influenced by the programs and images that are portrayed by the television. (Mulder, 2019) In Cultivation theory television provide many people with a symbolic environment which set the norms and beliefs about the real life situation. "It is not a window on or reflection of the world, but a world in itself." Cultivation theory mainly deals with the violence, crime, and other social and political topics that are portrayed on the television. Research in the cultivation has its limitation about what is portrayed in the television and nature of television viewing patterns by the audience. (Mcquail & Windahl, 1993)

Research Methodology

This Study is a survey Study. The population of the study consists of all the women who live in Bahawalpur city of Punjab. The sample of this research is women living in Bahawalpur who watches Pakistani TV Dramas. The sample size of the study is 300 women living in Bahawalpur City. In this study, purposive sampling is used as a sampling.

Independent variables

In this study, independent variables are Pakistani TV dramas that show social issues.

Dependent Variables

There are many dependent variables are present in this study which are

- Thinking Pattern of women
- Social Awareness regarding issues
- Norms and social values
- Social Interaction
- Fear
- Violence
- Black magic
- Harassment
- Domestic violence
- Gender discrimination
- Honor killing
- Child Abuse

Data Presentation

	N	Mean	Std. Deviation
Age	300	2.5200	.91965
Education	290	1.83	1.094
Employment status	290	1.67	.473
Monthly Income	171	1.71	.936
Marital Status	254	1.70	.461
How often do you watch TV?	300	2.28	.846
To what extent do you take interest in watching Pakistani TV Channels?	300	2.06	.822
How often do you watch Pakistani TV Dramas?	300	2.04	.786
Which is your favorite Drama channel?	300	3.53	3.212
For how many hours do you watch Dramas daily?	300	2.42	.856
How attentively do you watch TV Dramas?	300	2.17	.848

What are your favorite drama genre?	300	2.49	1.776
Do you think that Pakistani television dramas cover social issues/problems?	300	2.07	.773
Do you have interest to watch such dramas that shows social issues/problems?	300	1.96	.766
Do you get information about social issues/problems after watching such Dramas?	300	2.08	.860
How much do you believe that Pakistani TV Dramas effects on the thinking pattern of women regarding social issues/problems?	300	1.89	.763
How much do you believe that Pakistani TV Dramas provide Social awareness to the women?	300	2.07	.833
How much do you believe that Pakistani Drama channels presents the real picture of the society?	300	2.07	.815
After watching TV Dramas, how much do you believe that our whole Social setup is full of problems?	300	2.07	.764
To what extent do you agree that Pakistani TV Dramas are performing a considerable role in the resolution of social issues/problems in society?	300	2.35	.839
Do you think issues that are portrayed in the Pakistani dramas are close to reality?	300	2.11	.822
After watching such dramas do you feel fear about the real world?	300	2.34	.909
Do you think dramas which show social issues/problems promote violence	300	2.27	.941
Do you think these dramas are able to decrease Harassment against women?	300	2.65	.925
Do these dramas are able to eliminate the use of black magic in women?	300	2.62	1.006
In your opinion after watching such dramas, cases of child abuse decreases in Pakistan?	300	2.77	1.033
In your opinion Do these dramas are able to eliminate domestic violence against women?	300	2.60	.936
After watching such dramas do you think these dramas teach women to stand against domestic violence?	300	2.24	.866
Do you think these dramas are able to decrease gender discrimination against women in our society?	300	2.43	.921

In your opinion do dramas on Honor Killing are giving a strong message against such killing?	300	2.36	.832
Do you think cases of honor killing decreases in Pakistan after such dramas?	300	2.69	.965
Does exposure of these dramas have an association with awareness regarding the issues/problems in women?	300	2.35	.847
In your opinion do these dramas have effects on social interaction?	300	2.14	.804
Do you think these dramas are effecting norms and values of the society?	300	2.06	.894
Valid N (listwise)	141		

The total 300 sample of women is collected from Bahawalpur. The findings of the research show that most of the respondents belong to the age group of the 18-26 which is 178 (59%) followed by the age group 26-30 which is 59 (19.7%) then comes the age group of 31-36 and 36(12%) respondents lies in this age group, 13 (4.3%) respondents are 36 and above similarly 14 (4.7%) respondents are less than 18.

Most of the respondents 148 (49.3%) are having education of graduation followed by 78 (26%) have the qualification of masters, 45 (15%) respondents have the qualification of M.Phil. 2 (0.7%) respondents have the qualification of Ph.D. There are 17 (5.7%) respondents who mark on others (Matric, Fsc, FA) section and there are 10(3.3%) respondents who left this answer blank.

Most of the respondents 193 (64.3%) are unemployed followed by 97 (32.3%) respondents who are employed 10 (3.3%) left this question blank.

Most of the respondents 92(30.7%) fall in the category of up to 20,000 monthly income, 50 (16.7%) respondents are having monthly income of up to 40,000. 15(5%) respondents are having an income of up to 60,000 per month similarly, 14(4.7%) respondents are having more than 60,000 monthly income. 129(43%) respondents left this question blank. 177 (59%) respondents are unmarried and 77 (25.7%) are married 46 (15.3%) left this question blank. Research shows that 66 (22%) respondents watch television very greatly, 96 (32%) respondents greatly watch television. The table also shows that 127 (42.3%) respondents watch television to some extent and 11 (3.7%) respondents never watch television.

According to research 85 (28.3%) respondents have an interest in watching Pakistani channels very greatly. 118 (39.3%) respondents greatly have an interest in watching Pakistani television channels. 90 (30%) respondents to some extent watch Pakistani Television and only 7 (2.3%) never have the interest to watch Pakistani channels.

When talk about Pakistani dramas 84 (28%) respondents watch Pakistani TV dramas very greatly, 124 (41.3%) respondents greatly watch Pakistani TV dramas. 89 (29.7%) watch Pakistani TV dramas to some extent. Only 3 (1%) respondents never watch Pakistani TV dramas.

According to the research, Geo is the favorite TV Drama channel of 34 (11.3%) respondents while most of the respondents 132 (44%) goes with the Hum TV as their favorite drama channel. Likewise 77 (25.6%) like ARY as a favorite drama channel, 4 (1.3%) respondents like express as a favorite channel while 6 (2%) goes with Aplus as a favorite drama channel 1 (0.3%) like TV1 as a favorite channel and 7 (2.3%) respondents like PTV as their favorite drama channel. Result also shows that 5 (1.6%) respondents fall in the category

of other channels. 19 (6.3%) respondents like both Geo and Hum as their favorite drama channel. 6 (2%) respondents like Geo, Hum, and ARY as their favorite drama channels and 2 (0.6%) respondents like Hum/ARY as their favorite channel. As shown in the table Hum/ARY/Aplus, Hum/PTV, Geo/ARY, Aplus/TV1, and Geo/Hum/PTV are favorite channels of 1 respondent for each. 53 (17.7%) respondents watch dramas more than 4 hours daily, 89 (29.7%) respondents watch television dramas from 2-4 hours daily. The table also shows that majority of the respondents i.e 138 (46%) respondents watch TV dramas from 1-2 hours daily and 20 (6.7%) never watch dramas daily. (See table 10)

75 (25%) respond to very greatly to watch TV dramas attentively, 109 (36.3%) respond to greatly and 105 (35%) responded to some extent. 11 (3.7%) respondent never watch TV dramas attentively.

Social/ information genre of dramas is the favorite of 122 (40.7%) respondents while the tragic genre is the favorite of 57 (19%) respondents and 40 (13.3%) respondents go with comedy as their favorite genre. Romantic is the favorite genre of 58 (19.3%) respondents. 10(3.3%) respondents like social/information and tragic as their favorite genre. Social/Information/Romantic/comedy and Social/Information/Romantic are the favorite genre of 3(1%) respondents for each. Social/Information/Tragic/Comedy, Social/Information/Comedy and Romantic/Tragic are the favorite genre of 1(0.3%) respondents for each.

Discussion

The research shows that women think social issues in Pakistani dramas such as Child abuse, harassment, gender discrimination, honor killing, black magic, and domestic violence gives a strong message and they get information and awareness about these topics. According to (Khanum, 2018) Pakistani dramas are a very successful visual medium for many years which brings amazing actors, story writers, and direction that attracts both urban and rural audiences. Drama writers and producers create a positive image and impact on the audience through dramas that deal with the social issues/problems or taboos and break the silence, raise awareness and teach society by the dialogues of the dramas. The research hypothesis it is more likely that women get information regarding social issues that are portrayed in the society is approved as 82 (27.3%) respondent very greatly believes while 128 (42.7%) respondents greatly believe that they are getting information about social issues/problems after watching such dramas. Similarly, 73 (24.3%) respondents to some extent agree to this statement and 17 (5.7%) do not believe that they are getting information about social issues/problems from dramas that show social issues/problems. When it comes to awareness, 83 (27.7%) respondents very greatly believe while 124 (41.3%) respondents greatly believe that Pakistani dramas provide social awareness to the women. Similarly, 82 (27.3%) to some extent believes in this while 11 (3.7%) do not believe that dramas provide social awareness to women. 51 (17%) respondents very greatly believe that exposure of social issues/problems has an association with the awareness regarding issues/problems in women while 114 (38%) greatly believes in it. 113 (37.6%) respondents to some extent believe while 22 (7.3%) respondents do not believe that there is association regarding issues/problems and awareness. Similarly the research hypothesis it is more likely that women believe dramas play an important role in the resolution of the social issues/problems in the society is also approved as 49 (16.3%) respondents very greatly believes while 118 (39.3%) respondents greatly believe that Pakistani TV dramas are performing a considerable role in the resolution of social issues/problems in society. 111 (37%) respondents to some extent agree to this statement while 22 (7.3%) do not believe that dramas play any role in the resolution of the social issues/problems.

Conclusion

Media plays a very important role in teaching the audience about so many things. Television is the best tool to spread awareness to the masses and to provide entertainment to the audience. In television, dramas are the best entertainment tool that not only provides entertainment to the audience but also can teach the audience about what is wrong and what is right. In Pakistan, there are so many social issues/problems that need to be addressed and people should have to be learned about them and Pakistani TV drama now dares to deal with the taboos and social issues/problems. These dramas are playing a very important role in the daily life of audience especially women about dealing with social issues/problems. Pakistani TV dramas are based on many social issues/problems based dramas in which Child abuse, Harassment, Honor Killing, Black magic, Gender Discrimination, and Domestic Violence are included. The study concludes that women who watch social issues/problems based dramas believe that such dramas are cover social issues that are close to reality and they show interest in watching social issues/problems based dramas. They also believe that after watching such dramas they feel that our whole society set-up is full of problems. The study also concludes that Pakistani dramas are not only giving information about these social issues/problems to women but also affecting the behavior of the audience negatively by affecting thinking patterns and social interaction. The women feel fear about the real world after watching social issues/problems based dramas. They also feel that social issues/problem based dramas are promoting violence regarding women in the society. Besides this, many women believe that such dramas are giving awareness to the audience regarding these issues and playing an important and vital role in the resolution of these social issues/problems. Social issues/problems based dramas performing a considerable role in the resolution of these issues as many audiences believe that cases of child abuse, harassment, honor killing, black magic, gender discrimination, and domestic violence are decreased in the country after such dramas. These dramas also giving a strong message to the audience about these issues/problems.

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