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| Article: | Portrayal of Social Values in Pakistani Television Dramas (HUM TV, ARY Digital and GEO Entertainment) |
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ABSTRACT

People's way of thinking, patterns and behavior are mainly impacted by the on aired content in Pakistani television dramas. And the most important thing needs to focus on which side of our society is being presented in our television dramas. Religion in any society is a set of beliefs and standards and people of a specific society or a group of people set their lives practicing the standards according to the religion. Pakistan is an Islamic state as its existence came under the name of Islam, according to a survey 97% of the Pakistani community is Muslim and 3% is other religions (samplius.com). As we all know that media is such a big platform which is not only play an important role in depicting societal dark side but also making the minds of masses. And the most important thing needs to focus on that which side of our society is being presented in our television dramas. Are they highlighting the actual issues of our society or just presenting those plots which are opposite and more harm than good to our societal patterns'. The above concept become more clear by drawing a link between some critical social values in our society and how they are being presented in our television dramas. 10 social values including dowry, divorce, married life, gender interaction, incest relationship, gender discrimination, status discrimination, color discrimination, justice and freedom in three dramas "Parizaad, Jallan and Khaani" of three TV drama channels "HUM TV, ARY Digital and Geo Entertainment" have been selected for this study. We tried to examine how social values are being presented in selected dramas of TV drama channels, whether these are being presented as pro social practices or anti-social practices. For data collection, coding sheet is used, by using purposive technique, it is explored that social values are being presented more as anti-social practices in selected TV dramas.

Keywords: Social values, Pro Social Values, Anti-Social Values and Television Dramas.

Introduction:

It is important to talk about the impact of this medium as mass media. In this domain, three major elements producers, content, and audience are interlinked, as to what kind of messages media produces and how those messages create an impact on the audience. The importance of media can't be excluded in making and changing the minds of people, for rough inquiry, one can observe our social, religious, and cultural beliefs, norms, and customs (Sheharyar, 2020).

Television in Pakistan

Two words "tele and vision" combined to make a word television and the word television means "to see away". In 1964, television started in Pakistan with the only government-controlled channel, PTV. Till 2002, there was only one entertainment channel in Pakistan, with the establishment of PEMRA in 2002, the actual competition started between different private television channels and television popularity increased rapidly. Geo, Express, Samma, Duniya, ARY, and HUM have become the most popular channels and are producing content and entertaining the public in a variety of styles (Ijaz et al., 2018).

Social Values

Social values are the criteria that govern the way of being, being and acting in a certain social group. These values, at their base, are based on the universal values that from the origin of humanity have been inherent to the human condition, such as: wisdom, goodness, love, purity, peace, mercy, justice, freedom, family relations, equality and harmony etc. From these universal values, more specific ones are created that dissect the initial values in more concrete aspects and that will be determined, ultimately, by the social group and the specific cultural tradition of the place (en.electoralpsychology.com). Every society has some social institutions and Pakistan is an Islamic country, like other countries Pakistan has its social institutions like religion, culture, family, and education that make it different from the western countries. Sadly, the real scenario of our society is not being presented in our dramas and not promoting the true picture. This trend of not showing the true picture started with the advent of private television dramas after 1990 (Ahmed, 2012).

More adding to it, these anti-social values should be investigated, because it's needed to focus on this problem, as anti-social values like poor family relations, inequality, injustice, dowry, Wanni, sexuality, divorce, extramarital relations, gender interaction, objectification of women and the list goes on and on. No doubt still our social values are being presented in our television dramas but if we talk about the main focus of these television dramas, they are more focused on anti-social values and not just promoting them but also have an undeniable effect on the younger generation, you can say that youth is heavily impressed by Pakistani dramas (Malik, 2020).

1. Dowry

'Transfer of property from bride to groom's family at the time of marriage (Neubeck et al., 1962). Dowry culture started in past decades and is still rooted in Pakistani society, and no doubt it is challenging to change any trend all of a sudden especially when people following them for many years. Pakistani Private Television dramas which affect the mind of viewers, every single drama on the television screen shows the element of dowry, till the time the younger generation keeps enough courage to stop this practice and girls break this social curse, people will stick to this custom (Singh, 2013). The question that needs to ask is whether the dowry is part of our society or not?

2. Marriage Life

In Pakistani culture, marriage is regarded as one of the holiest unions since it creates a lasting tie between two families and individuals (<https://galaxylollywood.com>). Many people enter marriage with idealistic expectations of the benefits they would experience from the union (Neubeck et al., 1962). The idea of marriage has altered in today's society since very few couples enjoy happy marriages; instead, most marriages are handled in wrong or unjust ways that make the lives of both parties miserable (Malik, 2020). Our television shows depict the idea of marriage as the beginning of a particular path that ultimately becomes the focus of attention or a love story. Most Pakistani private drama authors have addressed this extremely delicate subject in an effort to stir up controversy.

3. Divorce

It is the medium's role to cover subjects with significant socio-personal effects on society with the utmost respect and attention. Although it shouldn't be stigmatized, it must be carried out in our community for a legitimate purpose. Some of the most cherished small-screen blockbusters in recent memory have handled the subject of divorce insensitively, which increases the content's power on the general public. The terrible development of drama writers making light of the lifealtering decision to divorce is documented on Galaxy Hollywood (<https://galaxylollywood.com>). When presenting issues on television, the idea of divorce demands the utmost sensitivity and nuance. Sadly, our Pakistani operas have trivialized it

4. Gender Interaction

Gender interaction is the meeting and behavior of men and women in society. Before the introduction of private television dramas in Pakistan, the situation was different; people avoided mixing with people of different sexes and hesitated when interacting with people of the opposite sex. However, since then, cross-cultural trends from Turkish, Indian and Korean dramas have desensitized our society, and even our private drama industry now adopts these trends for ratings (Frooq, 2020). The majority of young people are impacted by the anti-social values portrayed in private television dramas. Mix gatherings, parties, handshakes, hugs, and kissing have become normalized and ingrained in viewers' minds as a result of this content, which not only undermines our societal norms but also morally diminishes Pakistani society (Khan, 2019).

5. Gender Discrimination

Any unequal treatment, including priority and privilege, based on a person's gender is considered gender discrimination. Gender inequality is defined as sex or gender discrimination that regularly favors or prioritizes one sex or gender over the other (<https://givingcompass.org>). Women's status in marriage compared to men's, Job opportunities, giving men the right to divorce, chances for education, mobilization, victims of violence, custody rights, citizenship, sexual subjugation, female infanticide witnessing, and inheritance are some extreme examples of inequality in society (Ali et al., 2019). Same goes for men. The issue is that since the introduction of electronic media, these issues have taken center stage in every private television drama, as shows began to focus more on their plot than the real state of society (<https://galaxylollywood.com>).

6. Color Discrimination

Color discrimination is the practice of treating someone differently based on their skin tone. Morally speaking, it is wrong to condemn, make fun of, and insult people based on their

skin color, but tragically, private television dramas support this theme to spice up serials. Dramas frequently show characters with dark complexion being evaluated, ridiculed, and provoked in society, but this discrimination goes beyond the ideas presented above. Because the television drama business reinforces this idea in the minds of viewers by airing such plays where ladies include a bright skinned in the lead character, it also persists and clings with the person's value, self-esteem, respect, and confidence in our society.

7. Status Discrimination

Discrimination happens when someone is treated less favorably than another person in a similar circumstance just because they are a member of, or are thought to be a member of, a particular group or category of people. Discrimination, which is frequently the result of stereotypes people have, renders people helpless, prevents them from participating in society, limits their ability to learn new skills, and, in many cases, prevents them from accessing jobs, health services, education, or housing (www.coe.int.com). Pakistani television plays are the primary means through which people's perceptions are formed and their attitudes can be altered. The majority of social themes that are represented in plays are anti-social, and it's not only that these social ideals are portrayed in dramas; they are also actively practiced in our society as social vices (www.somethinghaute.com).

8. Incest Relationship

Incest is described as sexual contact between two people linked by a formal or informal familial bond that is considered a barrier to romantic relationships in some societies. The majority of incestuous behavior involves sexual activity between a brother and his sister, a mother and her son, or a father and his daughter (Nazir et al., 2019).

Social taboos surround incest. Such relationships are typically disapproved of by society. Strong feelings are sparked by incest in the community, most of which are currently unfavorable in our society, having a romantic or sexual relationship with a close relative is frowned upon and stigmatized. This, however, also demonstrates the hypocrisy of our society, since they view incest as immoral, while the majority of children, daughters, sisters, nieces, and other family members experience sexual harassment in their own homes (Ali et al., 2017).

9. Freedom

In society, one can never be free. The expectations of society influence what people do, even how they think and feel. People must adhere to what is acceptable to exist in society; this is not freedom. Due to inequalities in class, ethnicity, and gender, society's members are subject to additional restrictions. True equality and freedom can never exist together (www.studymoose.com). Individual rights are at the heart of freedom in any culture. Officially, freedom is defined as "the capacity or right to act, talk, or think as one wants without impediment or limitation," and every person has the right to be free from fear (Tabassum et al., 2020). Sadly, the idea of freedom has altered, particularly as a result of electronic media. According to Murtaza, Pakistani media is influenced by western media and portrays freedom as a tangible example of western liberalism (2007). Since male and female friendships have become commonplace in Pakistani society, youth are particularly negatively impacted by television dramas with stories based on the idea of freedom as liberalism.

10. Justice

Fair treatment is the idea of justice or social justice and Fairness as it appears in society, such as in healthcare, work, housing, and other areas, is social justice. Social justice and

discrimination cannot coexist. Even though the word "social justice" is frequently used these days, it is not brand-new. It can be found in federalist publications and was probably first used in the 1780s. Now that it relates to all aspects of society, including racial and gender issues, social justice is strongly related to human rights. Human rights, access (providing everyone with equal opportunity for a good life), participation (it must be promoted and rewarded so that everyone especially those who haven't had a chance before-can voice), and equality are the four primary goals that social justice depends on (effects of discrimination and aims for an equal outcome). And without these principles, it is impossible to attain. (www.humanrightscareers.com).

The above-mentioned 10 categories will be observed by analyzing three dramas from three different major television drama channels. i.e., "Parizaad" from "HUM TV", "Jalan" from "ARY Digital" and "Khani" from "Geo Entertainment".

1. Parizad (HUM TV)

Pakistani Television serial written by "Hashim Nadeem" "based on his novel published in 2014 and as a drama it was aired on "HUM Television" from 20 July 2021 to 1 Feb 2022 and comprises "29 Episodes". Theme is based on a dark skinned young college boy named "Parizaad". Ahmad Ali Akbar played a role, he was born into a poor family of twelve members. He is dark skin guy associated with ugliness. His mother named him Parizaad due to complexes stuck in her mind. Parizaad gets trolled and mocked his whole life due to his name that's contrary to his looks. Parizaad gets treated badly due to his status, color and money, and also face bitter time throughout his life due to his family and friends. This story also shows other bitter aspects like dowry, divorce, marriage, gender interaction, social injustice, and element of freedom and mainly based on color and status discrimination as we judge people based on their looks, money, and power instead of their behaviors manners and purity they have (www.showbizhut.com).

2. Jalan (ARY Digital)

This ARY Digital Drama aired on a television screen from 17 June 2020 to 16 December 2020) comprises 31 episodes. The whole story revolves around a selfish girl (Minal Khan as Nisha) portrayed perfectly as the character of icy-queen who is not afraid to destroy lives, be that of her fiancée or her sister. Nisha is already engaged to her cousin but also has eyes on her brother-inlaw. She wants his money, his lavish home, and all the luxuries, and wants to be his wife. The drama has a controversial plot by depicting the element of incest in it as well as rivalry between two sisters just because of status or money and forgetting actual moral values (www.hipinpakistan.com).

3. Khani (Geo Entertainment)

The drama aired on Geo television drama channel from 6 November 2017 to 2 July 2018 comprises 31 Episodes. The story mainly revolves around two characters "Mir Haadi and Sanam Khaan". The story is inspired by the real incident of the murder of Shahzeb Khan which happened in 2012 in Karachi. The story shows the element of forced marriage, injustice, and Gender Interaction, with and high emphasis on the concept of status discrimination like how a man with a strong political background can destroy a life of a common man and do everything to prove himself innocent (thenews.com.pk).

Problem Statement

The major problem is to find out how social values are being presented in Pakistani Television Dramas. Does it present pro-socially or anti socially? Mostly the storyline nowadays generally focuses on anti social perspectives regarding social values for example objectifying women, gender interaction, gender discrimination, dowry, poor family relations, glorification of an elite class, and injustice based on poor and rich classes and these are being cultivated in Pakistani society through private television dramas while ignoring the actual problems that need to be highlighted. So, keeping in view the above-mentioned arguments, it is important to find out how social values are being presented in television dramas, does it present pro-socially or antisocially?

Objectives

1. To find out that social values are being presented in television dramas.
2. To find out that social values are being presented in television dramas as pro social practices.
3. To find out that social values are being presented in television dramas as anti-social practices.

Research Questions

1. How social values are being presented in television dramas?

Literature Review

In media, TV has a great effect on the audience at a very large level. Drama is a common and basic source of entertainment when we talk about television and its impact on the perception and especially the behavior of people (Zainab et al., 2021).

Media is a big platform which is not only depicting the societal patterns, culture and values but it's debatable that media is presenting true picture of Pakistani society or not. (Melhem et al., 2019). During prime time, three key entertainment channels (Geo TV, ARY Digital, and HUM TV) have the largest audience not just in Pakistan but all over the world among these people who speak and understand Urdu and where these dramas are popular so it is important to acknowledge that these dramas are portraying the true picture of Pakistani society or creating a false impression on the mind of viewers (Tabassum et al., 2020).

Another study explored that, females of Bahawalpur are adopting the fashion and lifestyles of heroin are showing in dramas. This study concludes that HUM television is showing our cultural values while Geo television dramas are showing anti-cultural values. The researcher also checked the factors for which our women have more exposure to the media, and found a more negative impact on females regarding television channel dramas (Shabir et al., 2013). A study concluded a result after surveying Foundation University Islamabad, Rawalpindi campuses that our top TV channels dramas are making our Islamic values blur and provoking the great number of viewers (women & men) to divorce. This study also found that these TV dramas are presenting a negative image of women, such content is affecting people's mentality negatively and fading cultural values of Pakistan (Tabassum et al., 2020).

Research Methodology

Researcher follows the method of quantitative content analysis in order to explore that how social values are being presented in dramas specifically of Geo Entertainment, HUM TV and ARY digital channels. The data will be collected through purposive sampling technique and from the three major recently presented prime time dramas "Parizaad, Jallan, Khaani" from three main stream Pakistani television drama channels. In order to achieve the desire result

researcher studied each episode of these dramas. Mainly by analyzing the episodes of three above mentioned dramas researcher developed a coding sheet based on two categories Pro-social values and Anti-social values.

Findings

1. Presentation of social values in selected dramas on three TV channels

| Categories | overall | Parizaad | Jalan | Khani |
|------------------------------|---------|----------|-------|-------|
| Dowry | 6.7 | 13.8 | 3.2 | 3.2 |
| Divorce | 6.0 | 9.2 | 5.6 | 3.2 |
| Married Life | 7.5 | 12.1 | 8.9 | 1.5 |
| Gender Interaction | 23.6 | 25.0 | 30.0 | 15.9 |
| Incest Relationship | 14.0 | 0.0 | 38.7 | 3.2 |
| Gender Discrimination | 6.0 | 7.1 | 3.2 | 7.8 |
| Status Discrimination | 11.9 | 14.2 | 9.5 | 12.0 |
| Color Discrimination | 11.4 | 31.0 | 0.0 | 3.2 |
| Justice | 6.0 | 22.1 | 5.6 | 11.2 |
| Freedom | 6.9 | 4.5 | 16.1 | 0.0 |

Table 5.1 shows the overall presentation of social values in the selected dramas of three TV channels. The findings of the table show that gender interaction (23.6%) as social value is being presented more as compared to incest relationship (14.0%), followed by status discrimination (11.9%) and color discrimination (11.4%), and then by married life (7.5%), freedom (6.9%) and dowry (6.7%) whereas divorce (6.0%) and justice (6.0%) as social values are being equally presented in the selected dramas of TV channels.

2. Presentation of social values in television dramas as Pro social, Anti-social in percentages.

| Categories | Overall PS | Overall AS |
|------------------------------|------------|------------|
| Dowry | 11.0 | 11.1 |
| Divorce | 12.1 | 12.2 |
| Married Life | 11.2 | 11.6 |
| Gender Interaction | 10.9 | 14.1 |
| Incest Relationship | 6.0 | 6.8 |
| Gender Discrimination | 9.5 | 6.1 |
| Status Discrimination | 9.3 | 9.5 |
| Color Discrimination | 6.0 | 10.0 |
| Justice | 15.8 | 10.0 |
| Freedom | 8.2 | 8.6 |

Above Table shows that overall there are 8 social values which are being presented more as anti social practices in our television dramas as compared to the pro social practices. As gender interaction (14.1%) as anti-social practices is being presented more as compared to divorce (12.2%), followed by married life (11.6%) and followed by dowry (11.1%), and then gender discrimination (10.0%) and justice (10.0%), status discrimination (9.5%) and then by freedom (8.6%) and incest relationship (6.8%) and color discrimination (6.1%) is being presented least as anti-social practices similarly justice (15.8%) as pro social practices is being

presented more as compared to divorce (12.1%), followed by married life (11.2%), dowry (11.0%), gender interaction (10.9%), and gender discrimination (9.5%) and status discrimination (9.3%), freedom (8.2%) and then by color discrimination (6.0%) and incest relationship (6.0%) are being presented equally as pro social in the selected dramas of TV channels.

Discussion

Mentioned the results of this research, it is explored how social values are being presented in television dramas, where gender interaction as a social value is presented more in television dramas followed by incest relationships, status discrimination, color discrimination, married life, freedom, dowry, divorce, and justice. The finding regarding the presentation of social values as pro-social and anti-social practices in television dramas indicates that social values as anti-social practices are being presented more in television dramas as compared to social values as prosocial practices. Eight social values including dowry, divorce, married life, gender interaction incest relationship, status discrimination freedom, and color discrimination are being presented as anti-social practices as compared to the two social values “gender discrimination and justice” are being presented as pro-social practices

Conclusion

The current study proved that how social values are being presented in Pakistani television dramas and it is being presented more as anti social practices as compared to the pro social practices mostly the storyline nowadays generally focuses on gender interaction, gender discrimination, dowry, poor family relations, wrong use of freedom, and injustice based on poor and rich classes and these are being cultivated in Pakistani society through private television dramas while ignoring the actual problems that need to be highlighted and forgetting our true Islamic belief system that should be presented in our television dramas as these dramas are widely watched by the audience so that people remain stick to their Islamic values and culture.

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