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Article:	**Effects of Hollywood Cinema on Pakistan's Youth Lifestyle and Behaviour Patterns**
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ABSTRACT

This study highlights the efforts of providing a concise overview on the impact of Hollywood cinema on behavior patterns and the lifestyle of Pakistani youth and having reputed effects on their cultural patterns as well. The impact of Hollywood cinema on viewers, including Pakistani youth, is an issue or suggestion that has significance in the age of revolution and globalization. The emergence of Hollywood cinema is significantly influenced by the society of each class and the cinema has aided in the conversion of ideas of people into visuals and occasionally into movements. One of the primary factors influencing our youth's interest in Hollywood cinema can be the result of scarcity or lack of that quality which the youth intend to see in Pakistani cinema. In today's culture or time each and every person demographically watches movies for entertainment or self-satisfaction. This study will give a concise overview of how Hollywood films affect the youth (age range starts from 18–30 years old).The main aim of carrying out this research is to determine whether or not exposure to Hollywood films have positive or negative psychological, emotional or cultural impact on Pakistani youth, or if it is only portrayed as a mere form of entertainment. The study used an approach involving quantitative one. Data was being collected by the youth ranging from 18 to 30 years respectively on the impact and opinions of Hollywood cinema and fashion trends. Surveys and focus group discussions were the focal point.

Keywords: Impact, adaptation, media usage, lifestyle, domination, cultural norms.

Introduction:

Hollywood's Global Influence

The entertainment industry, particularly Hollywood cinema, holds a pervasive influence worldwide, transcending geographical borders and cultural boundaries. In the context of Pakistan, where traditional values coexist with modern aspirations, the impact of Hollywood cinema on the lifestyle and behavioural patterns of the youth has become a subject of significant interest and concern. Globalization and the advent of a mass media made life however much more herald in stark contradiction to dangers cultural homogeneity, but gave birth to unique kind of opportunities intercultural interaction. This is where the problem begins with the world, or your global culture. Although the situation is a fact, but also we know that Hollywood film because its industrialization too advanced, therefore to set up this sort of penalties cannot use our Eastern ethical standards. Although the flow of cultural goods has moved in inverse direction with media products from east entering the US led western market, nevertheless it failed to dent US and therefore west's hegemony over global mass media streams. In reality, it is a channel of influence from la belle Hollywood to b-o-l-d Bollywood and in the end our P-industry. From this perspective, the protection of cultural identity became an exceptionally controversial issue from statements on "cultural imperialism" in debates since 1970s associated with project and phenomena called by locally positioned nationalists (and Anders Breivik alike) religious/ethnic groups/movement leaders; diffusion intellectuals (Azab, 2021). It is necessary to define "culture" in order to comprehend the idea of national cultural identity. One of the most common forms of visual rhetoric used in the modern world to persuade people for various reasons is cinematic media. The Hollywood films that people, particularly our younger generation, watch on big screens leave an impression on their naive minds. The purported glimpses of civilization represented on the silver screen add salt to injury to the feelings of the deprived world of the people of the developing countries such as Pakistan. It is observed that our Youth gets refuge in the world of movies from tormenting realities (French, n.d.).

The Negative Overhaul of Cinema: Late Hollywood in the Early Digital Age

To understand how late cinema perceives itself, we must inspect how it portrays other media forms. Naturally, cinema often directs its distracted viewers to look back at its own ancient past to advance insight into the present and future. Part of distraction and spectacle for its own sake lies Hollywood's best chance for competing with the new media institutions and the interactive publics they gather (Young.P, 1999). While films expressing media anxiety are not new, a comprehensive history would reveal the diverse ways cinema has shaped its self-image through negative portrayals. Here, we will focus on cyber-phobic films, a recent trend that features digital media themes and makes daring, yet questionable, claims about what Hollywood cinema isn't.

The Spectacle of Hollywood: Influence and Aspirations

The way that Hollywood portrays glitz, extravagance, and idealised lifestyles frequently stands in sharp contrast to the realities that Pakistani youth face on a daily basis. The way that wealthy lifestyles, contemporary environments, and Westernised standards are portrayed in film has a significant impact on young people's views, goals, and moral frameworks. The romanticised ideas of life, success themes, and larger-than-life characters that Hollywood presents can have a significant effect on how Pakistani youth view themselves and the world. Culture can be defined as the primarily cognitive means which human beings use to

adapt, and is often termed 'the way of life.' You see it in the behavior of people, who act out programmed behaviors. Various cultures that are distinct from one another belong to specific societies. So a culture which the nation has is some sort of territory on at base level we can refer to as national cultural identity.

Lack of content in Pakistani cinema and lack of interest in Youth

The primary cause of our youth's fascination with foreign film is because the quantity and quality of Pakistani film are lacking. That's why today's youth; Hollywood and Bollywood have emerged as viable alternatives. India holds the big title of being a powerhouse for making movies, and so we produce over 1200 — or more these days- Indian films from India every year. Every year around the world. These films reach Pakistan both through its cinemas and via watching unauthorised prints all over the country, Now, not all of these movies are exactly great pieces of art or an accurate reflection on the society but a mixed bag ranging from mindless action and violence to vulgarity and propaganda pieces including artistic masterpieces (P.S. This list mostly includes my personal favourites) (Chalaby, 2006).

Impact of Marvel Films on Pakistani Youth

During the last ten years, the global film industry has evolved. It continues to push the boundaries of content creation, bringing in fresh genres, integrating science and technology into everyday problems, and influencing cultures everywhere. Movie is a form of art that can focus on, amuse, and educate people while also serving as a tool for social change. Filmmakers have utilised this powerful medium to effectively address social creation and dissemination of specific political ideologies through propaganda in the films. The stories from the most recent comic books, which served as the primary catalyst for superheroes' global rise to fame, are the basis for the majority of superhero movies today. Superhero films have connected people from all over the world and have become a global popular culture. The transition from comics extended beyond the creation of movies; it also proceeded to include toys, video games, animation series, and much more. So they were all there to promote a global superhero culture, get those super figures in the seats and make as much bank on their return-pic investments. Although the marvel heroes and DC superheroes are quite rich in Pak audience, especially Pak teenagers which prefer to see superhero films at cinemas because of which they give an pretty amount from these media franchises as a profit so you can simply observe how mch stars have Impacted on normal Pakistani daily life style because, we ordinary people also buy our children's favorite hero toys. (Marsad)

The Evolution of Cinematic Identity: Nurturing Cultural Resilience

Navigating this cinematic junction requires realising that the influence of Hollywood films on Pakistani youth is a complex process of negotiation and adaptation rather than a one-dimensional occurrence. There is no denying that Hollywood's leadership in the globalization of entertainment has influenced young people's views and aspirations. However, the dynamic nature of culture allows for a reciprocal influence, where the local context informs the reception and interpretation of foreign media. As Pakistani youth continue to grapple with the allure of Hollywood's glitz and glamour, there emerges a nuanced understanding of the cinematic experience as a two-way street. The influence of Western ideals becomes entwined with the rich tapestry of Pakistani traditions, giving rise to a unique amalgamation. This fusion, rather than eroding cultural distinctiveness, contributes to the evolution of a resilient cultural identity that is both global and local. (Indy Fungsihana, 2019)

Literature review:

Hollywood cinema has the ability to shape perceptions, values, and lifestyle choices, particularly among young audiences. Hollywood films often portray materialism, consumerism, and Westernized lifestyle choices, which can influence the preferences and aspirations of young viewers (Stacy L. Smith). In the context of Pakistan, highlighted that the portrayal of lavish lifestyles, extravagant parties, and individualism in Hollywood films has contributed to a growing need for similar lifestyles among Pakistani youth. (Khan A. &., 2019) Moreover, studies have also demonstrated that exposure to Hollywood cinema among Pakistani youth has led to an increased interest in Western fashion trends, music, and dietary habits. This suggests that Hollywood cinema has played a significant role in shaping the lifestyle choices of Pakistani youth, often leading to the reproduce of Western cultural norms and practices. (Hashmi, September 2020)

In addition to lifestyle choices, Hollywood cinema has been found to influence the behavioral patterns and social norms of Pakistani youth. Researches have highlighted that the depiction of romantic relationships, dating culture, and gender dynamics in Hollywood films has led to a shift in the attitudes and behaviors of young Pakistanis, particularly in urban areas. The study shows that exposure to Hollywood romantic narratives has contributed to changes in dating preferences, increased acceptance of premarital relationships, and a shift in traditional gender roles among Pakistani youth. (Hussain, 2019)

The influence of Hollywood cinema on Pakistani youth extends to the kingdom of cultural identity and national values, which also emphasizes that the prevalence of Hollywood films depicting Western ideals of individualism, freedom, and consumerism has contributed to a dilution of traditional Pakistani cultural values and national identity among the youth population. (Khan A. &., 2019) Hollywood cinema has led to a sense of disconnection from local traditions and cultural practices among Pakistani youth, often resulting in a conflict between Westernized aspirations and traditional values. (Marsad)

Moreover, the challenges posed by Hollywood cinema to the preservation of Pakistani cultural heritage and language. The study showed that the dominance of English language and Westernized cultural norms in Hollywood films has led to a decline in the appreciation of local languages and indigenous forms of artistic expression among Pakistani youth, contributing to an erosion of cultural identity in favor of Western influences. (Khan M. a., 2009)

Objectives:

- To examine whether Hollywood cinema has strong cultural impact on Pakistani Youth.
- To assess the extent of Pakistani youth's exposure to Hollywood cinema through various mediums such as theatres, television, streaming platforms like Netflix etc.
- To compare Hollywood cinema with Pakistani Local cinema and the lack of Technological aspects in our cinema.
- To find out which Hollywood genres and themes are most popular among youth and how these themes affect their lifestyle.

Research Questions:

- How does exposure to Hollywood cinema influence the cultural perceptions and values of Pakistani youth?

- What are the primary sources through which Pakistani youth access Hollywood cinema?
- What technological advancements in filmmaking are present in Hollywood cinema that are lacking or underutilized in Pakistani local cinema?
- Which particular Hollywood themes and genres appeal most to Pakistani youth, and how do these preferences translate into their lifestyles and patterns of Behavior?

Hypothesis:

- H1: Hollywood cinema exhibits a higher level of technological advancement compared to Pakistani local cinema.
- H2: Hollywood cinema has a strong cultural impact on Pakistani youth.

Methodology:

The sample was collected from Pakistani youth aged 18-25 with sampling technique Stratified random sampling from the BS students of Foundation University, Islamabad

Data Collection:

Survey: A structured questionnaire assessing exposure to Hollywood cinema, lifestyle changes, and behavior patterns was conducted.
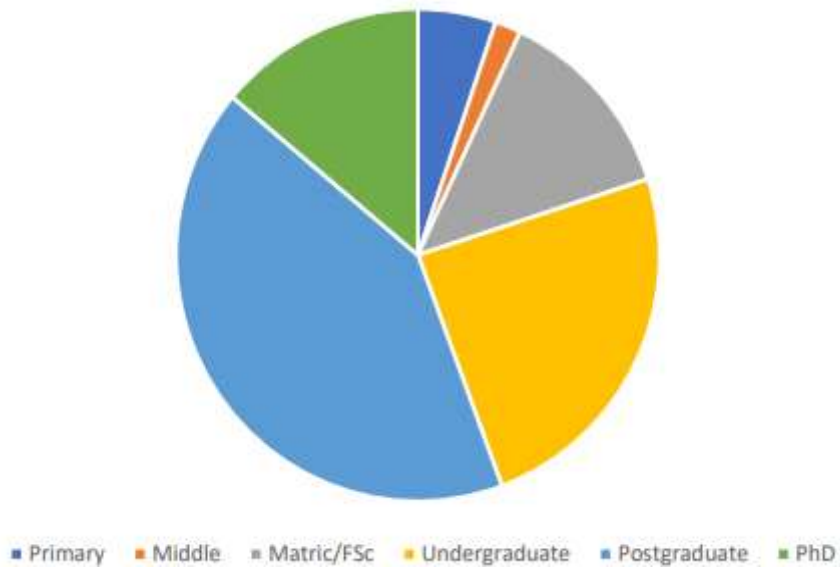
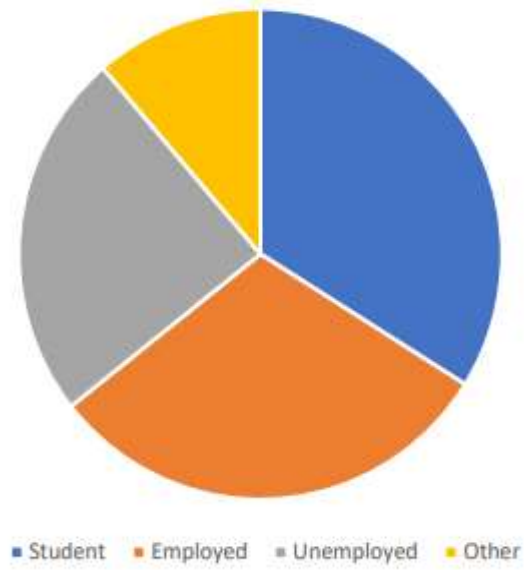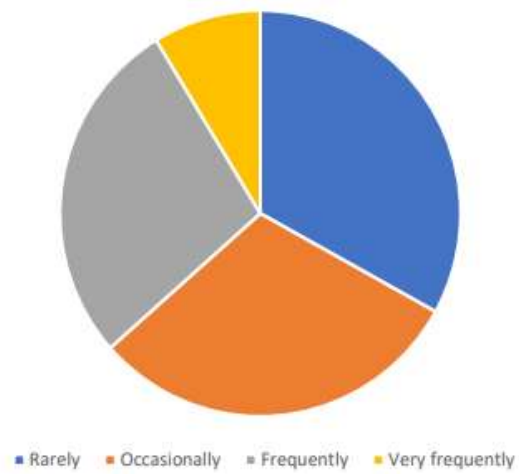**Data Collection Method:**

Online surveys through Google forms.

Age

■ Under 18　■ 18-24　■ 25-30　■ 31-40　■ Above 40

Effects of Hollywood Cinema on Pakistan's Youth
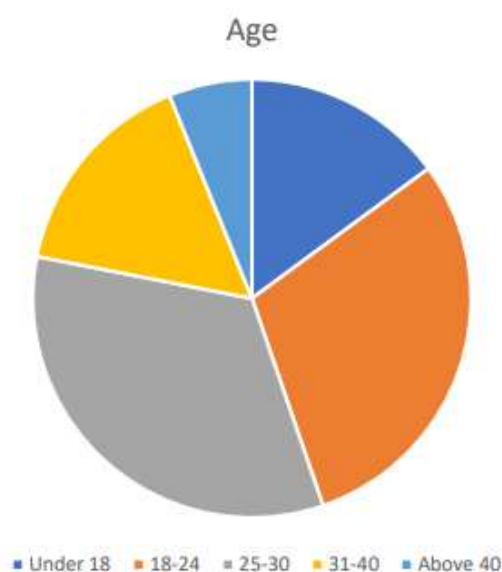
Gender

■ Male   ■ Female   ■ Other
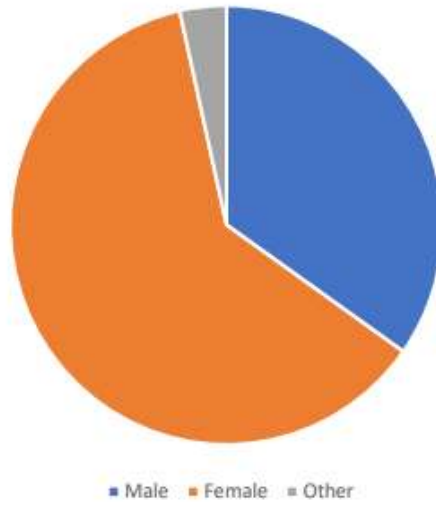
Educational Qualification:

■ Primary   ■ Middle   ■ Matric/FSc   ■ Undergraduate   ■ Postgraduate   ■ PhD

Occupation:

■ Student ■ Employed ■ Unemployed ■ Other

How frequently do you watch Hollywood movies?

■ Rarely ■ Occasionally ■ Frequently ■ Very frequently

What genres of Hollywood movies do you prefer watching?

■ Action ■ Romance ■ Comedy ■ Science Fiction/fantasy ■ Adventure ■ Horror
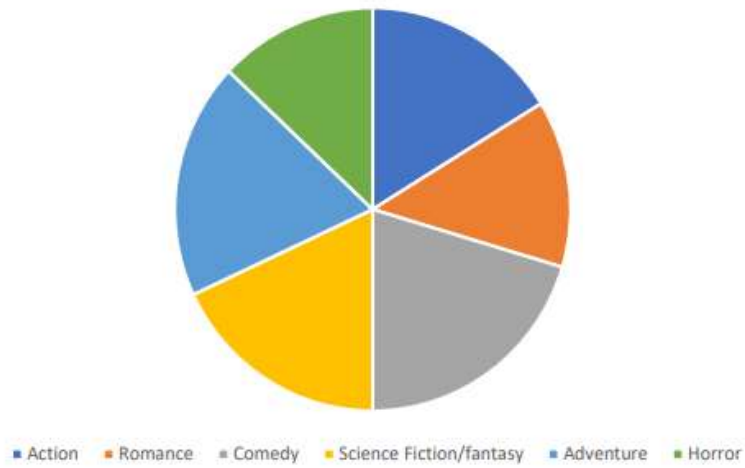
Through which mediums do you primarily watch Hollywood movies?

■ Theatres ■ Television

■ Streaming Services (Netflix, Amazon Prime, etc.) ■ Online Platforms (You Tube etc.)
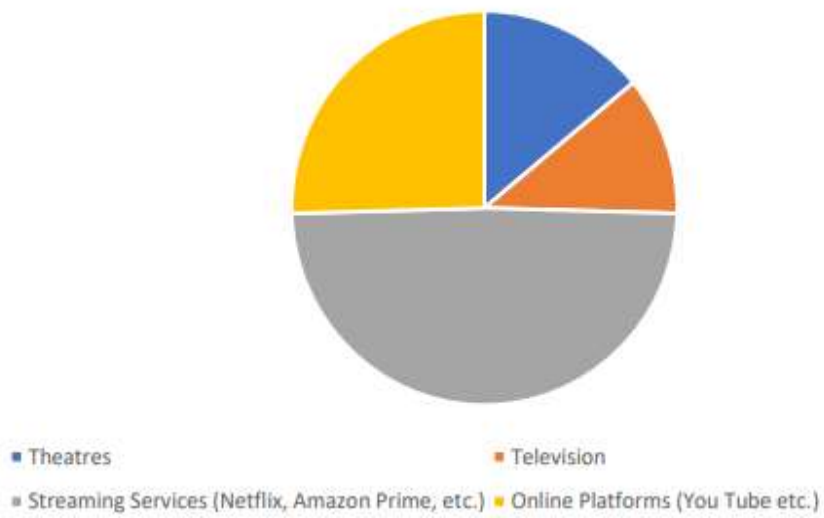
Do you believe Hollywood movies impact Pakistan's youth lifestyle choices?
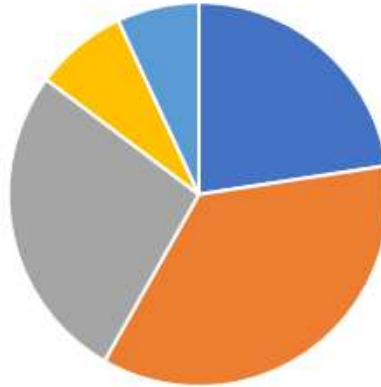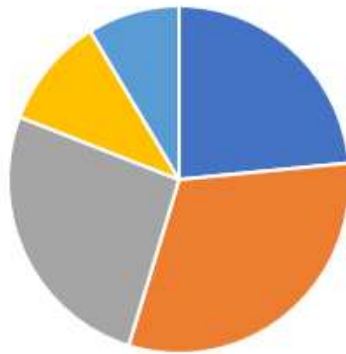

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

## Have Hollywood movies influenced your fashion sense or style choices?

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Effects of Hollywood Cinema on Pakistan's Youth

Do you think that the rise in real-life violence among young people in Pakistan has been influenced by Hollywood movies?
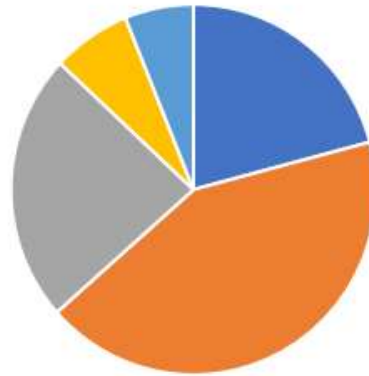

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Do you believe that Hollywood movies have contributed to the digital divide among Pakistani youth?
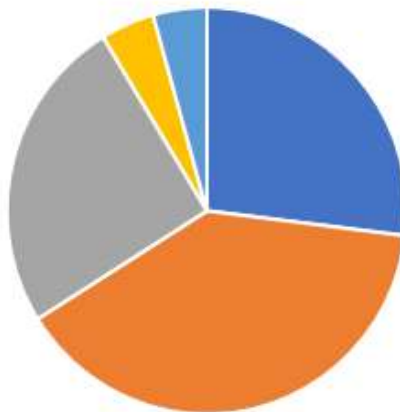
■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Do you believe your view of spirituality and religion has been influenced by Hollywood films?
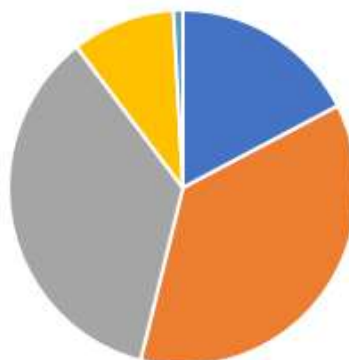

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Do you believe Hollywood cinema has influenced the way Pakistani youth perceive and express their gender identity?
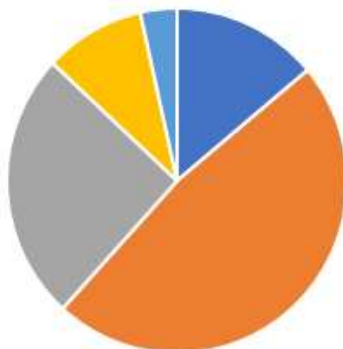

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Do you believe that the influence of Hollywood movies on Pakistani youth's lifestyle could have both positive and negative effects?
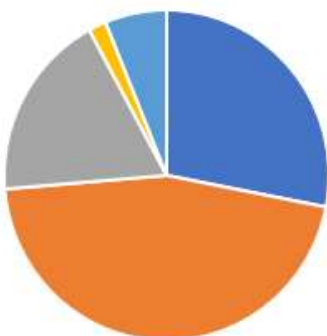

■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

Have you seen an increase in the use of alcohol and drugs among Pakistani youth, which can be attributed to Hollywood cinema?
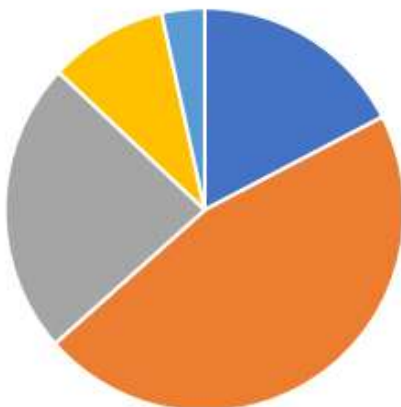

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

Do you think that Pakistani youth's expectations for quality work in local films have been impacted by the high technology standards of Hollywood cinema?


■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

Has FOMO (Fear of Missing Out) over technology caused by Hollywood cinema ever affected you?

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

How influential do you think Hollywood movies are in shaping the behavior of Pakistani youth as compared to local Pakistani cinema?

■ Very Influential   ■ Somewhat influential   ■ Equally influential   ■ Less influential
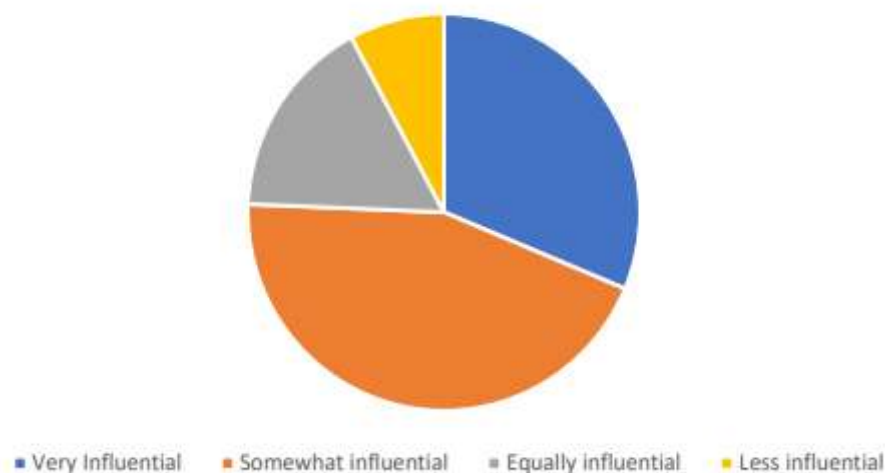
Theoretical Framework:

Cultivation Theory:

Our study supports this theory which is developed by George Gerbner, suggesting that long-term exposure to media shapes individuals' perceptions of social reality. This theory can be applied to understand how continuous exposure to Hollywood cinema may contribute to the cultivation of specific lifestyle choices and behavior patterns among Pakistani youth. It helps in exploring whether prolonged exposure to Hollywood content leads to the adoption of certain cultural aspects portrayed in the films.

Cultural Imperialism Theory:

The other theory is Cultural Imperialism Theory that posits the dominant cultures, often represented by powerful media industries, influence and overpowers local cultures. This theory can be used to analyses the potential influence of Hollywood cinema as a dominant cultural force on Pakistani youth (Khan M. a., 2009). It helps in exploring whether Hollywood's cultural content has a transformative impact on local values, traditions, and lifestyle choices. The theory can guide the examination of how Hollywood cinema may contribute to the globalization of certain cultural norms.

Findings:

Almost half of Pakistani youth (49%) reported regular exposure to Hollywood cinema through streaming platforms like Netflix and other online sources, surpassing traditional mediums such as theatres and television. And (25%) youth uses YouTube as a source of streaming.

Comedy and Adventure emerged as the most preferred Hollywood genres among Pakistani youth, with 50% expressing a strong inclination towards these genres. Fantasy and action genres followed closely.

In comparing Hollywood and Pakistani local cinema, 65% of respondent's perceived Hollywood cinema as technologically advanced as compared to local Pakistani Cinema.

Results:

A statistically significant correlation ($p < 0.05$) was observed between high exposure to Hollywood content and reported lifestyle changes among the youth. Approximately 63% of participants with frequent exposure reported changes in clothing preferences, language usage, and social activities. 73% of participants acknowledged adopting certain aspects of Hollywood culture in their daily lives.

Implications and Recommendations:

Media literacy programs can be implemented to enhance critical thinking skills among youth, encouraging a discerning approach to Hollywood content. Facilitate collaboration between Pakistani and Hollywood film industries to promote cultural exchange while ensuring the representation of diverse perspectives in media content.

Scope:

The research will focus on contemporary trends, considering the dynamic nature of media consumption and cultural influences. However, historical perspectives may be incorporated to understand the evolution of these trends over time. As well as The scope includes an in-depth examination of how Pakistani youth adapt Hollywood culture in terms of clothing preferences, language usage, and other lifestyle choices and encompasses an analysis of the level of media literacy among Pakistani youth and their ability to engage with Hollywood content critically.

Conclusion:

The vast majority of Pakistani youth report regular exposure to Hollywood films through online streaming platforms, confirming the research's pervasive influence on this cultural phenomenon. This illustrates how media consumption is becoming more globalised and how Hollywood affects a variety of cultural contexts. The most popular genres among young Pakistanis were action and adventure, suggesting that they were drawn to Hollywood's depictions of exciting and daring lives. Young people find inspiration and aspiration from Hollywood characters and stories as well. Regarding technical innovations, a clear perception gap was found between Pakistani local cinema and Hollywood.

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