



Portrayal of fashion by Turkish & Pakistani dramas on major private TV channels (Hum TV & Urdu 1) and viewers perception

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Abstract

Dramas generate a great effect on people that influence the segment of society and the whole. This study was designed to identify and estimate the female viewers who belong to Sargodha city watching habits and their perceptions about fashion portray by Hum TV and Urdu 1 dramas. The survey research procedure was adopted. In this study universe is the student (female) of the University of Sargodha, working women and housewives of Sargodha city. Stratified sampling procedure was adopted and for the aim of data collection 300 respondents were stratified on the basis of occupation (students, working women and housewives). After specifying the strata, purposive method of sampling was adopted to gather data. The analytical view of the viewers' watching habits shows that all the respondents significantly prefer to watch Hum TV than Urdu 1 television channels for watching dramas. Further, it was witnessed that the major portion of the respondents spends more time and pay more attention to the dramas of Hum TV than Urdu 1 dramas. Overall findings

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illustrate most of the viewers (95%) like Shalwar Qameez. Overall findings further present that 91% respondents do not like female characters with Mini Skirts in Hum TV and Urdu 1 dramas.

Keywords: Hum TV, TV 1, dramas

Introduction

T.V has become a major social issue in Pakistan. Television viewing is, generally supposed to create social forces of unquestionable influence. Disregarding television's one sided policy in news and talk shows and other current affairs programs, General public, especially children and females love it just for watching entertainment that it provides. Entertainment programs are a major part of television daily routine transmission that gets attraction, interest and full attention of the viewers. We can say that whatever effects T.V is able to produce, it is due to various drama serials and series, films and musical shows, etc. that are telecasted daily on televisions (Zubari, 1992).

Convergence of technology and traditional corporate boundaries, which is separated from the vehicle and the material, is eroding, computing, telecommunications, and broadcasting, information, entertainment, advertising, and retail. Globalization of media coverage of the national public broadcaster it is more important national and local cultural, educational, and public affairs programming is to provide programming (Sharma, 2003). The advent of satellite telecommunications and broadcasting system has brought revolution in the field. Material to reach a large number of multimedia applications to enhance communication before, technology revolution has created a network of multi-media system, which still supplies the pictures, graphics, text, and voice to move many offers benefits that have resulted. Cable TV, which most Americans for years, Canada, and Europe have become acquainted with most other countries of the world, is expanding. Direct broadcast satellite (DBS) or direct-Home (DTH) was launched in Japan and the UK and easily spread too many other countries, often covers the borders of neighboring countries. 1990s by private cable systems and satellite TV channels to feed those in Europe, Latin America, Asia, and I was open. Number of channels have become increasingly global in reach, CNN, MTV, HBO, ESPN, TNT, Nickelodeon, Cartoon Network, Discovery, Disney, and others in their countries or even for their existing channels to deal and the U.S. began to adopt these new channels' translation audience of the languages and cultures (Straubhaar and LaRose, 2004). Cable Television was started in Pakistan from Karachi in 1980 by small organization that established a small control room in basement of a flat block, which organization wired to each flat in the building. Although that setup was established to present English and Indian movies, then, the fact remains that till now, this is a medium of movies that is most attractive for viewers of Cable Television (CTV). In light of the viewers' interest, it is very important to note the viewers' habits (especially youngsters' habit) for watching cable television. This thing easily shows the serious issues regarding youngsters and

society so that proper law, policies and limitations should be framed for the young viewers of cable (Zia, 2003).

Dramas are the famous format of mass media. Media perform the basic functions, i.e. information, education, entertainment and cultural transmission. Today, more drama is viewed every week or on every weekend, and then watched in a year or even in a lifetime in the historical period (Khalid, 2010). For many years Television transmission was very limited and just for a very short period of time and dramas were restricted to one to two hours, but in the 1970's format of drama was encouraged after the success of the famous program "Alex Haley Roots", T.Vs started to telecast single dramas up to 14 hours for several nights. Mainly, the purpose of drama is as entertainment; however drama can also be used for educating people and providing guidance (Biagi, 2003). So, selection of dramas for conducting research is just because of their effects that dramas are creating on private television channels.

Literature Review

In 1940 & 1950 T.V watching habit and trend was different from today. Television sets were at that time black and white, colored TV sets had low capacity to capture colored transmission and the television monitors were small. The limitations of Television cameras at the time of its start gave life shows programs a dull & gray look. There was no concept of remote controls till 1955. The picture quality of black & white and colored television was inferior; some people argue that the picturization of programs was superior against the perception. The Period of the 1940s and 1950s is known as television's "Golden Age", largely a compliment to live drama anthologies (Straubhaar and LaRose, 2002). Entertainment programs include prime time shows that telecasted between 8 to 11 PM. Prime time shows of Syndicated are first telecasted shows that were sold and produced by syndicates and not by the channel networks. According to the A.C Nielsen Company Americans watch 7 hours of television a day on average (Ang, 1985). T.V provides us access to all types of programs such as dramas, talk shows, comedy programs, sports programs, news, game shows and talk shows. You can watch all kinds of characters, i.e. murderers, politicians, government officials, public officials, foreign leaders, journalists, soldiers, entertainers, actors, athletes, detectives and doctors. The T.V monitor is a "tube of plenty" as scholar Erik Barnouw observed. A large number of channels are available, but viewers do not watch all or more television channels, they just watch specific two to five selected available television channels. Average 36 channels received by every household, but watches less than 50% (Beck, Huang, Pollard, & Johnson, 2003).

According to Newton Minow (former chairman, 'Federal Communications Commission') stated "A new generation now has the chance to put the vision back into television and to travel from the wasteland to the Promised Land." It is recognized and accepted fact that the mental and

psychological trends of youngsters clearly depict the future. In this context functions of cable channels have become brighter than ever before. Entertainment programs increase emotional ties to the receivers that affect the values and behaviors (Ullah, 2003). In July 1984 one of the Indian soap operas *Hum Log* (“We People”) was broadcasted from Doordarshan (Indian Television), the Program had a promotion of family planning and the height of the status of females by the words and actions of important characters. After one & half year of their telecast, episodes of *Hum Log* achieved ratings sixty to ninety percent. A Study conducted by Professor Rogers and Singhal, found through a survey research that 70 percent of the respondents indicated that they learned from *Hum Log* that females should have equal opportunities, 68 percent had learned females should have the freedom to make their decisions in life 71 percent had learned that family size should be limited. Helen Ingham stated that same research studies were directed in Kenya (1987) and Tanzania (1995-97) that revealed the same findings. Because entertainment programming (radio or television, depending on the coverage of each medium in any country) attracts the largest audiences, it is particularly important to utilize entertainment media for disseminating information. PMC provides people with entertainment and information to help them make informed decisions without telling them what to do (Hassan, 2008). Television is known as to represent and reinforce the main ideology of current western culture: patriarchy. T.V demonstrations of females have changed greatly in the last 20 years, in order to arrange the changing role of females in society (Khalid, 2010).

Methodology

This study was systematically designed to categorize and dig out the female viewers who belong to Sargodha city watching habits and their perceptions regarding fashion presented by Hum TV and Urdu 1 dramas. The researchers selected Sargodha city because it was observed that the dramas of Hum TV and Urdu 1 are very popular among citizens of Sargodha city, especially among female viewers of Sargodha city that’s why researchers selected this city. Having in mind the nature and requirements of this research work, survey method was chosen to search out and analyze the relationships among usage mass media and variables. For this scientific inquiry universe of the study is the female student, and working women and housewives who belong to Sargodha city. The first step in the research procedure is to categorize the specific group of the population or unit of analysis that is selected to be studied. Female students, house wives & working women were selected as a unit of analysis. Stratified sampling technique was opted for categorizing the subgroups of the population. Three hundred respondents were stratified on the basis of occupation (students, working women, and housewives). 100 respondents were chosen from each occupation i.e. students (100), working women (100), and housewives (100). After stating the strata, Purposive method of sampling was implemented to get data from respondents.

Findings & discussion

The research study findings expose very high viewing habits among the viewers (female) who belong to the Sargodha city (Figure 1). The comparative analysis of their preference of watching Hum TV VS Urdu 1 shows that they significantly prefer to watch Hum TV than the Urdu 1. The Largest proportion of the respondents prefers to watch Hum TV’s dramas because of familiarity with the language and characters of dramas.

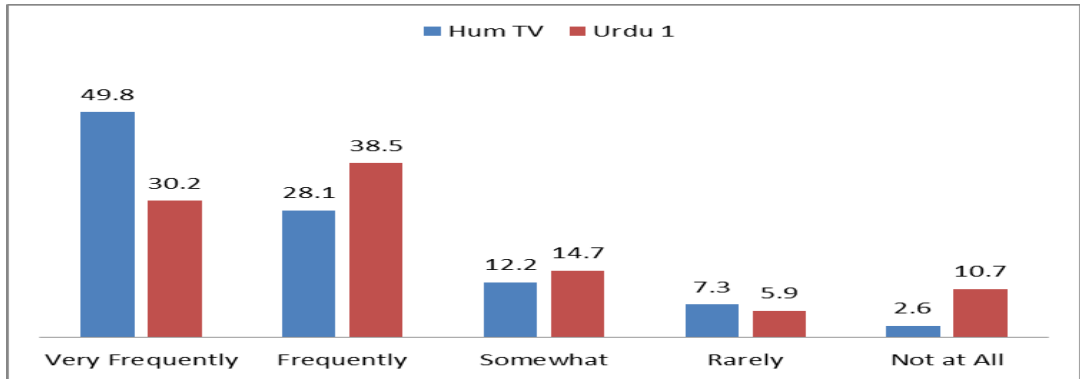


Figure 1: Frequency of watching Hum TV & Urdu 1

The figure 1 shows that a significant portion of respondents (49.8%) prefers to watch Hum TV very frequently than Urdu 1 (30.2%). 38.5% respondents prefer to watch Urdu 1 frequently than Hum TV (28.1%). Findings also indicate that 10.7% respondents do not like to watch Urdu 1 and preference of 2.6% respondents is not Hum TV.

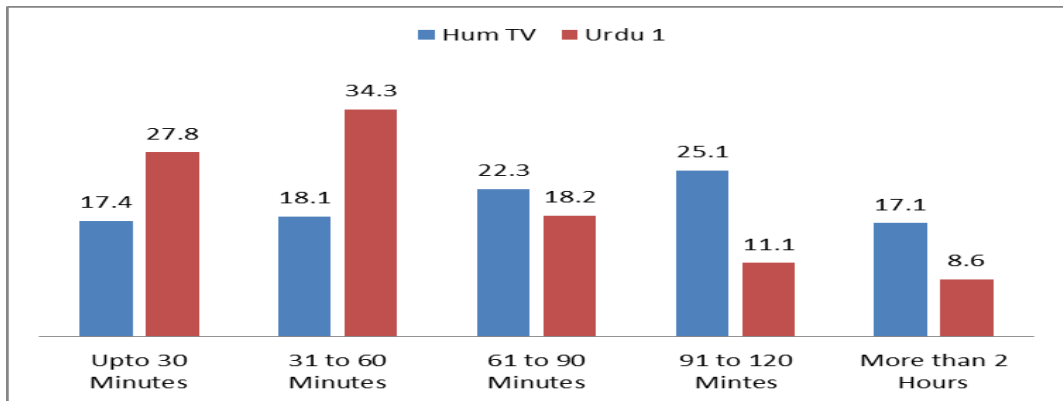


Figure 2: Time spending

The comparative analysis of the low and heavy time spending of both Hum TV and Urdu 1 channels indicates that a major portion of respondents (34.3%) spends 31 to 60 minutes of watching Urdu 1, 25.1% respondents spend 91 to 120 minutes daily for watching Hum TV and 17.1% also

spend more than 2 hours daily for watching the same channel. Respondents also spend very little time for watching both channels, 17.4% respondents and 27.8% respondents spend up to 30 minutes daily for watching Hum TV and Urdu 1 respectively (Figure 2).

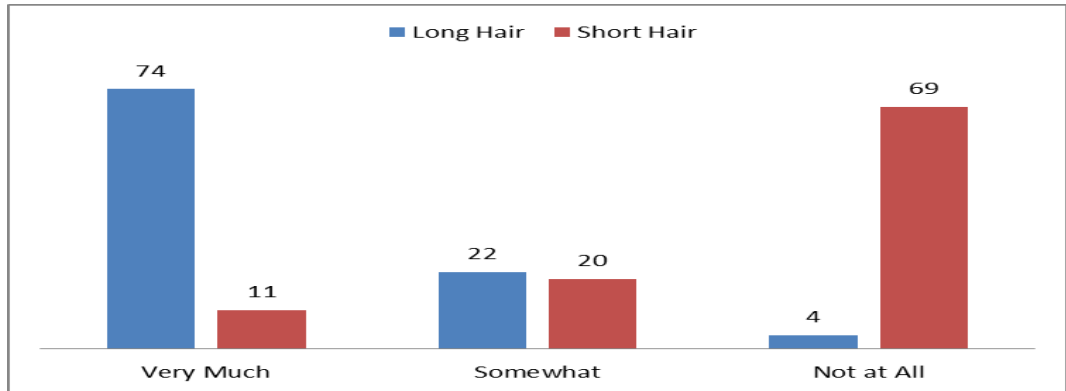


Figure 3: Perceptions about hair styles

Analytical comparison of viewers’ perceptions regarding women's portrayal with short and long hair style by both Hum TV and Urdu1 channels’ dramas shows a significant difference. Results reveal that 74% female viewer like those women who have long hair in both Hum TV and Urdu 1 dramas. Moreover, findings indicate that 69% respondents do not like women with short hair in both Hum TV and Urdu 1 dramas (Figure 3).

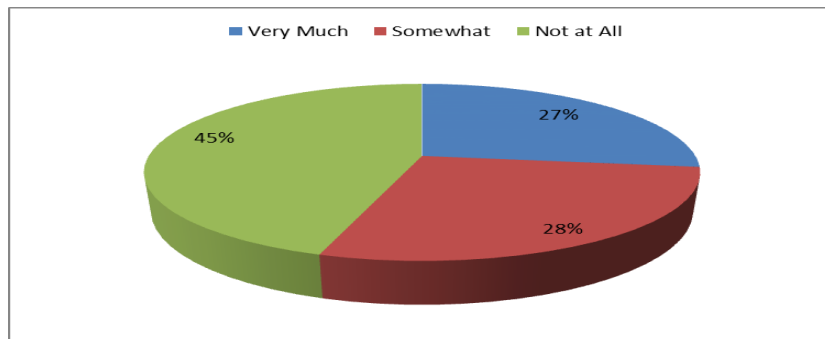


Figure 4: Perceptions about open hair

According to responses of respondents, 45% viewers do not like women with open hair in Hum TV and Urdu 1 dramas. Furthermore, answers of respondents show that just 27% respondents like women with open hair very much in both channels’ dramas (Figure 4).

Results reveal that significant differences between viewers’ perception about the use of glasses by women characters in both Hum TV & Urdu 1 channels. 50% respondents like female characters with glasses in dramas very much. Additionally, outcomes of the study illustrate that just 13% respondents do not like female characters with glasses in dramas (Figure 5).

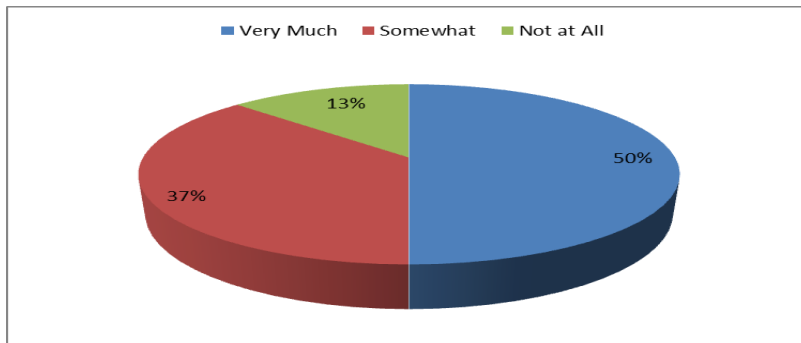


Figure 5: Perceptions about sun glasses

Table 1: Perception about outfits

	Overall			Students			House Wives			Working Women		
	A*	b	C	A	b	c	a	b	c	a	b	c
Shalwar qameez	95 [^]	4	1	86	11	3	83	11	6	80	12	8
Using scarf	66	27	7	80	17	3	60	31	9	57	31	12
Using veil	53	32	15	60	22	18	54	34	12	43	40	17
Using dopata	93	5	2	94	3	3	89	9	2	97	3	0
Saree	32	30	38	22	22	66	46	34	20	29	31	40
Long skirts	11	27	62	20	14	66	6	37	57	6	29	65
Mini skirts	6	3	91	14	6	80	0	3	97	3	0	97
Jeans and shirts	14	23	63	17	20	63	9	20	71	14	29	57
Sports kits	17	26	57	6	20	74	9	26	65	6	31	63
Using caps	17	34	49	17	26	57	14	43	43	20	34	46

*: a- Very much, b- somewhat and c- not at all

[^]: Figures showing percentage

The comparison of the study results shows respondents liking dresses which female characters wear in dramas. Overall findings illustrate most of the viewers (95%) like Shalwar Qameez followed by Dopata (93%), Scarf (66%) and Veil (53%) very much in dramas. In comparison index, all segments of respondents like female characters with Shalwar Qameez, Dopata, Veil and Scarf very much in Hum TV and Urdu 1 dramas. Overall findings further present that 91% respondents do not like female characters with Mini Skirts in Hum TV and Urdu 1 dramas (Table 1).

Conclusion

This systematic research study was planned to dig out and file the female viewers who belong to Sargodha city viewing habits of private television dramas of the most popular television channels Hum TV and Urdu 1. Keeping in view the responses of respondents, it can be shortened that a major proportion of the viewers watched both the Hum TV and Urdu 1 channels' entertainment content with selective attention according to their needs and requirements.

The analytical view of the respondents' viewing habits of major channels illustrated that all the selected group significantly prefer to watch Hum TV than Urdu 1 television channels for watching dramas. After the comparative analysis of the respondents watching frequency in terms of time spending and attention, it was further found that the major part of respondents spent more time for watching the Hum TV dramas than Urdu 1 dramas and paid more attention as well. Results reveal that 74% female viewer like those women who have long hair in both Hum TV and Urdu 1 dramas. Moreover, findings indicate that 69% respondents do not like women with short hair in both Hum TV and Urdu 1 dramas. According to responses of respondents, 45% viewers do not like women with open hair in Hum TV and Urdu 1 dramas. 50% respondents like female characters with glasses in dramas very much. The comparison of the study results shows respondents liking dresses which female characters wear in dramas. Overall findings illustrate most of the viewers (95%) like Shalwar Qameez. In comparison index, all segments of respondents like female characters with Shalwar Qameez, Dopata, Veil and Scarf very much in Hum TV and Urdu 1 dramas. Overall findings further present that 91% respondents do not like female characters with Mini Skirts in Hum TV and Urdu 1 dramas.

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