



Gender interaction pattern on private television channels' Turkish & Pakistani dramas and viewers perception

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Abstract

Drama is a more effective source of informing, educating, guiding & entertaining people. The current study was conducted to measure watching habits of female viewers of Sargodha city and aim of this study was also explored female viewers' perception regarding Turkish and Pakistani dramas of private television channels. Having in mind the importance and requirement of this present study survey research method was chosen. For this current research effort female students, working women and housewives of Sargodha city were taken as Universe of the Study. Stratified sampling was adopted to divide the population into different strata i.e. students, working women and housewives and then sample size of 300 was chosen by using the purposive technique of sampling. The findings of this research effort showed that overall all sub groups prefer to watch Hum TV than other channels. Results also indicated that Turkish dramas present more mix gathering, joint office work, drinking habits in parties, dancing, hand shaking, kissing, and modeling then Pakistani dramas.

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Introduction

Television remains on top because it has great ability to influence masses directly and rapidly. Television provides a platform to raise questions and share point of view, it also created problems (Joshi, 2002). Television is such a medium which is discussed almost everywhere and everyone and especially by media, sociology and political scholars because it creates immense impact on almost every part of society. Some critics criticize the role of television and they have a point of view that television is disease and it is affecting every corner of every society. "It is often said that television has altered our world." (www.weekly.ahram.org). Usually, most of the contents of television provide entertainment, for this purpose different formats like music shows, game shows, morning shows, infotainment programs and dramas are created and telecasted. Drama is found almost everywhere and it is a most effective source to teach people about values, tradition and culture (www.pgs.ca). Drama is a creative format which is created for multiple purposes. Drama is a big source of alleviation of anxiety and catharsis. People watch dramas for different purposes, they watch to kill time or escaping from boredom or worries. "Drama has a holistic way of teaching and effecting people" (www.en.wikipedia.org).

Television increased the intensity and effectiveness of drama that was not seen before it. Raymond William stated that it was never observed in history that people were not so much addicted of dramas as they are in the 21st century. In television drama serials and series different types of stories are presented and these stories draw great impact on every segment of the society and lives of people. Variety of dramas had divided whole society into different segments and now everyone has his or her own choice regarding drama (www.webpages.dcu.ie). Drama is a broader concept because it creates an impact on the macro level and it has the ability to influence a great number of people. It also provides material for people to think about. Influence of dramas found almost each and every segment of society. People expose to drama and they learn from dramas and then they adopt all those trends which are portrayed by dramas. Because drama teaches people and pulls them to adopt trends, it is also known as 'third parent'. For youngsters it acts like their friend and entertain them. If we talk about the females, the drama is also a big source of learning for females about domestic issues, home economics or about relationships.

It is said, "Media is the mirror of society." Communication and social scientists are working on that, what drama is portraying and whether the portrayal of the drama is a real picture of society or it is presenting different. They are working to determine that is drama presenting factual and actual view of society or it is just promoting glamour. It is also a matter of great interest that what is the role of drama in addressing real issues of societies. After the new emergence of the Turkish drama trend almost all entertainment channels presenting Turkish dramas beside them Pakistani drama

also has great importance in Pakistani society. Turkish and Pakistani dramas are considered a big source of entertainment in almost every part of the country. Pakistani dramas created in Urdu language but Turkish dramas also dubbed in Urdu language because almost every part of the country like Urdu dramas and it is very easy for them to understand. Pakistani dramas mainly focus on Pakistani culture and they promote Pakistani culture, norms, values and beliefs as well, but Turkish dramas produced in Turkey and they focus on Turkish culture that is similar to Pakistani culture to some extent also liked by viewers of Pakistan. Some critics criticize Turkish and Pakistani dramas because they think these dramas creating gaps among rich and poor and they also creating frustration among citizens of Pakistan (<http://www.pakaffairs.com>).

It has been approved that television created drastic changes in the lives of people. Television changed and still changing viewer's perceptions and also changed the lifestyles of viewers. Television forcefully affected the thinking of people and also provides a new dimension to think. Television also provided new definitions of almost everything and it also played a vital role to transform cultural values from one generation to another generation and one time to another. Television has captured most of the time of people and nowadays people spend many hours of watching television (<http://www.webpages.dcu.ie>). Media has become more vibrant and now they have become an industry and their role has been seen differently from the past. Today media are just profit earning industries and they are commercial and just perform their role just to earn money and protect their interests, all these done because of the ratings of programs. Catching eye balls is the biggest aim of media industry and all media work and design such contents that can attract eyeballs. Media has to produce a variety of contents like talk show, morning shows, music programs and dramas, etc. For attracting people television presents new unique concepts and features in their formats. Women are considered most important portion of society and they can easily be attracted by television contents so television mainly presents programs for women. Sargodha city is one of the largest cities of Pakistan and there is also a great amount of people who love to watch dramas and especially females of different segments of the society spend long hours for watching Turkish and Pakistani dramas so it has become a matter of great interest that it must be explored that how much Turkish and Pakistani dramas are watched by females of Sargodha city and how dramas are affecting their life.

Literature review

After the emergence of private television channels demands of viewers have been increased and they demand a great variety of contents from television. Most liked the format in television is entertainment; it includes comedy programs, morning programs, magazine programs, music and dramas. Dramas include weekly series. Comedy programs can be equally disparate, ranging from

Everybody Loves Raymond to South Park. These programs telecasted in prime time from between 8pm to 11pm (EST). During the prime time almost every type of people with different age group, geographical area, culture and education level watch television (Hassan, 2008). Pakistani media have become bolder than before and they are performing four major roles, i.e. to inform, to educate, to guide and to entertain. Pakistani media, especially television is very famous because they present a great amount of entertainment contents. Entertainment industry plays a major role in transferring culture and traditions. Some people criticize dramas because dramas sometimes cross the limits and present immoral things (Nawaz, 2006).

It is evident that there is more number of females than males and because of the majority of women it is also reflected by television and its dramas. Television owners and management also know this reality and that's why they pay great attention to attract female audience and produce content according to the choice of females. Study findings indicate that in television drama women are outnumbered by men 3:1 or 4:1, in cartoon women are outnumbered 10:1 and in soaps women are outnumbered by as much as 7:3 which is quite surprising when one considers that this genre of television viewing has a very high proportion of the female audience. In the world of soap operas, one may be inclined to feel that women are represented more fairly, as this is a genre of television watched mainly by women. With soaps, production is created cheaply because no other competition incorporates women's perspectives and is seen as accessible, costs as little, doesn't take women out of their homes, and could later be shared with friends. The majority of soap operas are set in a domestic situation, because the home is a place where women's expertise is supposedly valued, and is also a place of comfort. Often, the central characters are female, and the ultimate achievement for these women in soaps is to get married and have children. So it could be argued that the myth of never ending materialism actually conceals the subordination of women (Bandura, 1986).

Trowler stated in 1988 "This is often portrayed through the central female character being a wife and usually a mother, and is domestic, attractive, home centered and content. She does not wish to become involved with the world outside the home, leaving this to her husband". Ang said in 1985 "In fact, men and women in soaps are probably more equal than in any other genre of television programming. By playing down male domination, soap operas make the family more palatable. Therefore, while soap operas do portray women in a more positive way than advertising and other forms of television, it still ultimately respects and conforms to the broader mainstream cultural demands, through the way in which it still tends to put women in a domestic setting, especially if she has a family. Soaps often show women as having jobs, but rarely pursuing their careers, and if they do, more often than not, they are unsuccessful. Thus we can see how even a form of television programming aimed at a majority female audience contains subliminal messages reinforcing the dominant male ideology". Television still perpetuates traditional gender stereotypes because it

reflects dominant social values. In reflecting them TV also reinforces them, presenting them as 'natural'. He further says that the majority of women on TV are restricted to a few roles. Male roles are far more extensive and more exciting. Women are often shown on TV in 'traditional' roles such as housewives, mothers, secretaries and nurses (www.aber.ac.uk).

Methodology

This research activity was designed and planned to measure the consumptions of Turkish and Pakistani dramas by female viewers and it was also planned to check the effects of dramas on female viewers. The aim of the study was also to determine that how Turkish and Pakistani dramas of private television channels influencing viewers perceptions. For measuring the female viewers there was a need to select appropriate research methods so researcher selected survey method for conducting research. The researchers selected female viewers of the Sargodha city as population and they took female students, house wives & working women of the Sargodha City as the unit of analysis. Researchers selected 300 respondents by using two different sampling methods, first they used stratified sampling technique and then they used the convenience sampling technique. Data was collected from 300 sample size through a standardized questionnaire.

Findings

The research effort illustrates consumption patter of Turkish and Pakistani dramas by female viewers of the Sargodha city. Findings reveal that a significant portion (41%) of respondent prefers to watch private television channels for watching Turkish and Pakistani dramas very frequently. Just 4% viewers don't like to watch Turkish and Pakistani dramas on private television channels (Figure 1).

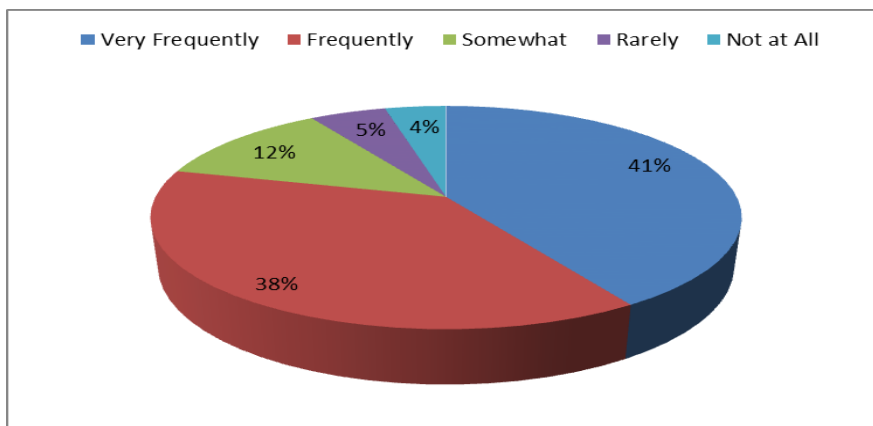


Figure 1: Cable channels watching habits

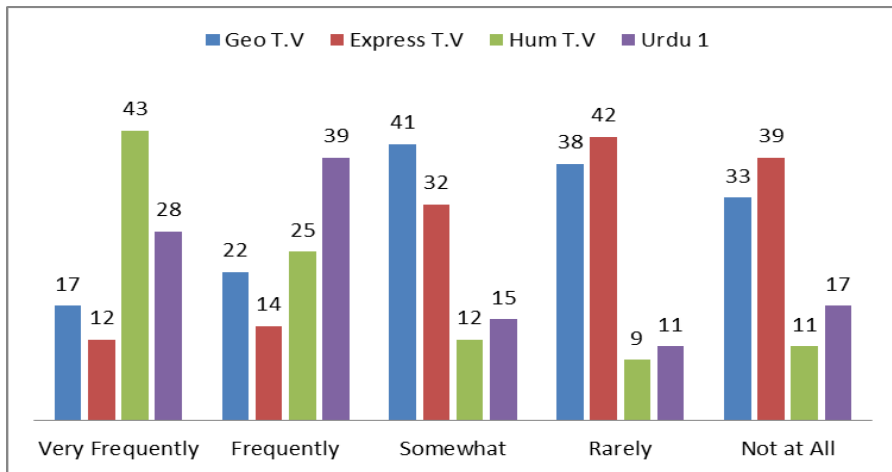


Figure 2: Watching habits of major T.V channels

The comparison of their preference of exposure to private television channels’ Turkish and Pakistani dramas. Results indicate that 43% females prefer to watch Turkish and Pakistani dramas very frequently on Hum TV followed by Urdu 1 (28%), Geo TV (17%) and Express TV (12%). Moreover, findings reveal that 39% females prefer to watch Urdu 1 frequently, 42% female viewers watch Express TV rarely and a large portion of respondents, 39% do not like to watch Express TV for watching Turkish and Pakistani dramas (Figure 2).

The findings of the research fully support the assumption and describes that television dramas has a lot potential to influence society. Pakistani media are now independent and free and they have a great amount of audience who blindly follow the trends of television, especially there is a big number of female viewers who loves to watch Turkish and Pakistani dramas and adopt those trends which are portrayed by the media. The findings of the study reveal that female viewers are higher consumers of dramas. They are of the firm view that Turkish and Pakistani dramas very frequently present the young and beautiful girls mostly as object of appeal in mix gathering, joint office environment, adventure type of traveling, open drinking, singing, kissing, dancing, and handshaking with men during special types of parties or programs. They are further of the view that they also very often give importance to portray women as a model and hotelling business staying. The analysis of the comparison of their perceptions about the extent of drinking, dancing and kissing atmosphere being shown by the channels Turkish and Pakistani dramas show that they are of the firm view that Turkish dramas significantly depicts such situations very much in entertainment dramas as compared to Pakistani dramas (Table 1).

Table 1: Gender interaction pattern in dramas

	Over All			Students			Working Women			House Wives		
Mix gatherings	a*	b	c	A	B	c	A	b	c	a	b	c
Pakistani dramas	70 [^]	23	7	74	14	12	62	31	7	71	26	3
Turkish dramas	92	4	4	89	6	5	97	0	3	91	6	3
Office Work												
Pakistani dramas	71	24	5	69	23	8	71	26	3	74	22	4
Turkish dramas	82	10	8	71	11	15	80	14	6	91	6	3
Traveling												
Pakistani dramas	60	30	10	55	26	19	46	49	6	80	17	3
Turkish dramas	73	18	9	52	29	19	74	23	3	94	3	3
Drinking												
Pakistani dramas	20	34	46	26	34	40	20	34	46	14	34	52
Turkish dramas	90	6	4	85	1	14	89	6	5	97	0	3
Singing												
Pakistani dramas	51	36	13	54	31	15	51	37	12	46	40	14
Turkish dramas	84	12	4	83	1	16	83	14	3	79	12	9
Dancing												
Pakistani dramas	30	34	36	31	29	40	43	29	28	17	46	37
Turkish dramas	89	6	5	80	14	6	91	6	3	94	3	3
Kissing												
Pakistani dramas	11	15	74	14	17	69	17	17	66	0	11	89
Turkish dramas	81	7	12	77	6	17	83	3	14	83	11	6
Modeling												
Pakistani dramas	49	32	19	43	34	23	51	34	15	52	26	22
Turkish dramas	74	13	13	77	11	12	77	11	12	69	17	14
Hoteling												
Pakistani dramas	72	17	11	69	17	14	69	22	9	63	26	11
Turkish dramas	86	10	4	83	11	6	83	14	3	80	20	0
Hand Shaking												
Pakistani dramas	57	26	17	57	29	14	69	9	22	60	17	23
Turkish dramas	90	4	6	80	9	11	97	0	3	89	3	8

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

^: Figures showing percentage

Conclusion

This research effort was planned to find out and estimate the consumption pattern of the female viewers of the Sargodha city for watching Turkish and Pakistani dramas. Overall situation indicates that female viewers of Sargodha city watch Turkish and Pakistani dramas of all four private television channels Hum TV than Urdu 1, Geo TV and Express TV. Comparative analysis of the viewers' watching habits presents that that all the study groups significantly prefer to watch more Hum TV than Urdu 1, Geo TV and Express TV. The analysis of the comparison of the viewers perceived perceptions regarding the gender interaction shown by the dramas with different atmosphere shows that the majority of them were of the firm views that Turkish dramas

significantly portrayal more mix gathering, joint office work, drinking habits in parties, dancing, hand shaking, kissing, and modeling then Pakistani dramas.

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