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CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION:

Television is a most popular medium of communication all over the world. Television, some might say, has been the disease of the century, spreading like spores in living rooms, bedrooms, on the streets, in cafeterias. It is often said that television has altered our world. Most genres of television provide entertainment either they are dramas or music, games, shows or quiz programs. In the present scenario, dramas are being more powerful source of entertainment for all age groups. Story-telling had been a part of many cultures, and teaches values to human through stories. But in our culture an exceedingly large part of this story-telling comes through television. Dramas are always based on stories, so draw the attention of all. Drama is a mean of creative expression. People see dramas as for time pass or escaping from boredom or worries of life.” Drama has a holistic way of teaching and effecting people.” Television has brought a whole new scale and intensity to the experience of drama that is without precedent in the history of human culture. There has never before been a time when a majority of any population had such regular and constant access to drama. Television, whether in its plays, series or serials, has had many a meaningful story to tell and has done so to marvelous effect in its own unique way. Everyone has their own favorites, as well as their hates. (Muhammad Nawaz Mahsud, 2011)

Today no one can deny the importance of TV in terms of its effects. It has a relatively pervasive impact on a country like Pakistan where majority of the people are illiterate. With the recent technological developments, it conducted has become the most important medium. (Zia, 2014) In the world of television, the drama has brought new trends and styles that are unprecedented. There has never been such access to drama for such a large number of people, according to Raymond Williams. Drama, whether in its plays, series or serials, has had many meaningful stories to tell and has done so in its own special way to great effect. Any time there's an enemy of entertainment, everybody. As well as his pet hates, everybody has his own favorites. (Krasner, 2004)

improvise without a script and outwit each other with verbal punning and physical comedy. These plays have a huge following and are reproduced on cable television channels and sold in video stores.

Puppetry:

String, hand, and rod puppets are all favorites in festivals and small traveling shows around Pakistan. Puppets are just as often made of modern materials like foam as they are wood, leather, and other traditional materials.

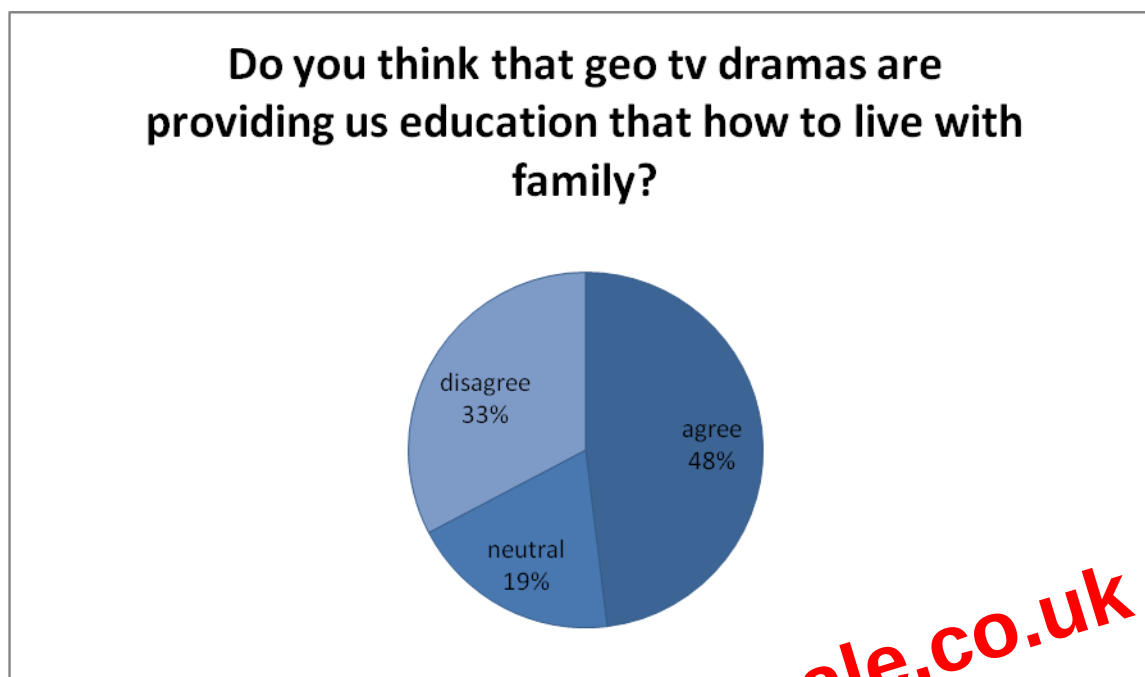
The oldest form of puppetry in Pakistan is the *putli*, or string puppet, which is performed by wandering puppeteers who create a makeshift stage in villages with propped up beds. The puppeteer has a reed whistle between his teeth to make chirping sounds for the puppets while he manipulates the string puppets with both hands. His wife sings songs to the accompaniment of a small double-headed drum (*dholak*). This puppet theater features the emperor and courtiers of the imperial Mughal court.

Film and Television:

Through the widespread influence of radio, television, and film, most of the folk theater groups had disbanded by the 1980s, with their performers and writers turning to the electronic mediums. Both Pakistan and television were young in the 1950s. In some ways, Pakistani theater and television “grew up” together. The early plays of Pakistan’s state-run network were very famous throughout South Asia for their original plot lines.

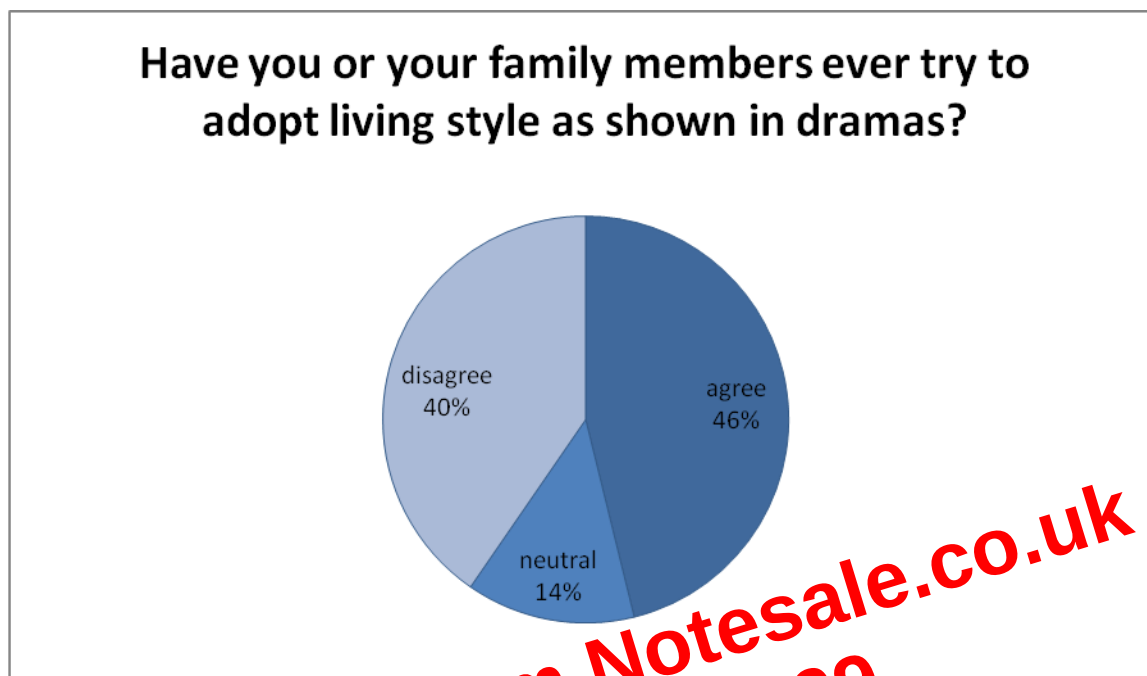
Many new cable channels have been launched in the last few years providing many new opportunities for writers, directors, and actors. (Kennedy, 1964)

The industry initially has only one channel to telecast the dramas that was PTV (Pakistan Television). Many of the master pieces were telecasted there such as ‘ankahi’, dhoop kinaray’, ‘dhuan’, ‘tanhayan’. Being an Islamic country industry always tries to focus to make the dramas environment according to the Muslim’s culture and still they succeeded in picturing the message with strong scripts. Haseena Moen, Seema Ghazal, Ashfak Ahmad are some of the names from the list of brilliant story writers. Their stories were mainly focused on the real life society matters that touch many peoples of today’s era also. Their stories are so inspirational that they not get awards

Table no 4.8:

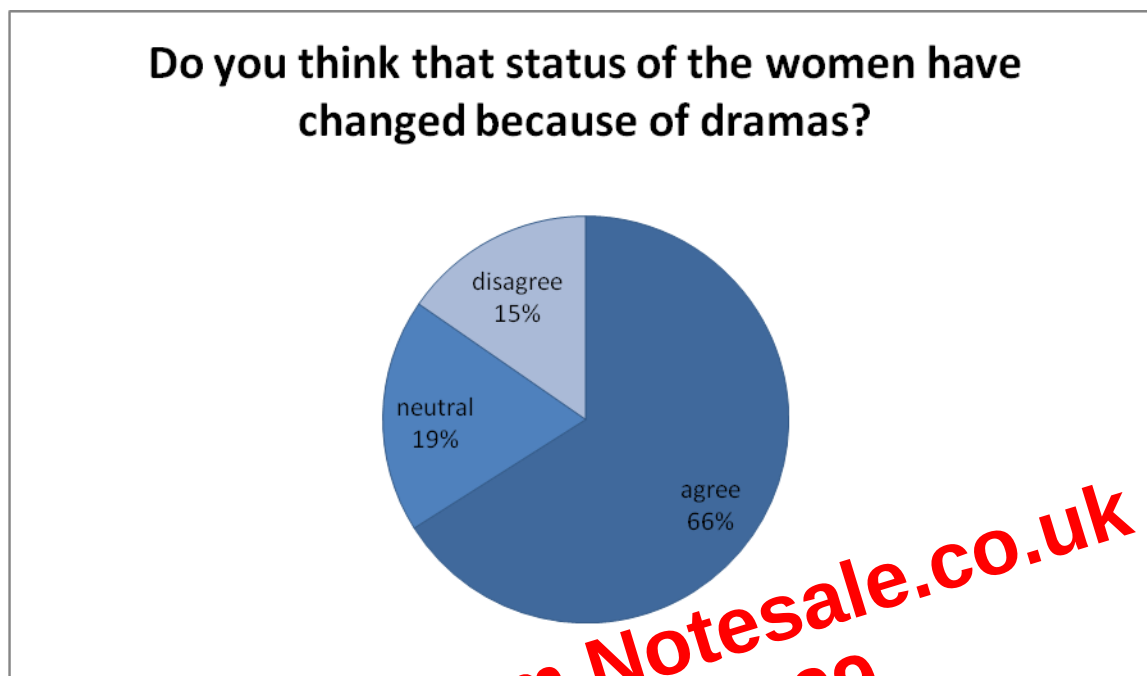
Effects of dramas on family	Frequency	Percentage
Agree	78	48.07%
Neutral	30	19.23%
Disagree	57	32.69%
Total	156	100%

The above table show that the people who think that geo TV dramas are providing us education of how to live with families are 48.07% agree 19.23% are neutral and 32.69% are disagree.

Table no 4.15:

Effects of dramas on families	Frequency	Percentage
Agree	72	46.15%
Neutral	21	13.46%
Disagree	63	40.38%
Total	156	100%

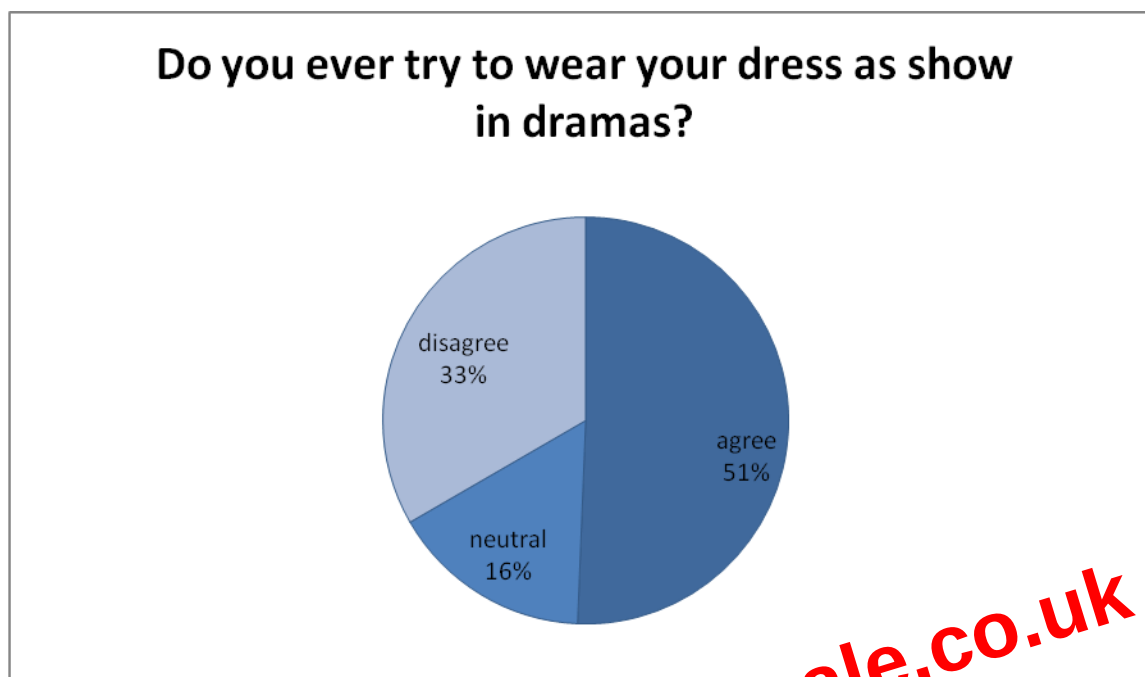
The above table show that the people who try to adopt the style as shown in dramas 46.15 are agree and 13.46% is neutral 40.38% are disagree.

Table no 4.20:

Effects of dramas on families	Frequency	Percentage
Agree	103	66.03%
Neutral	29	18.58%
Disagree	24	15.38%
Total	156	100%

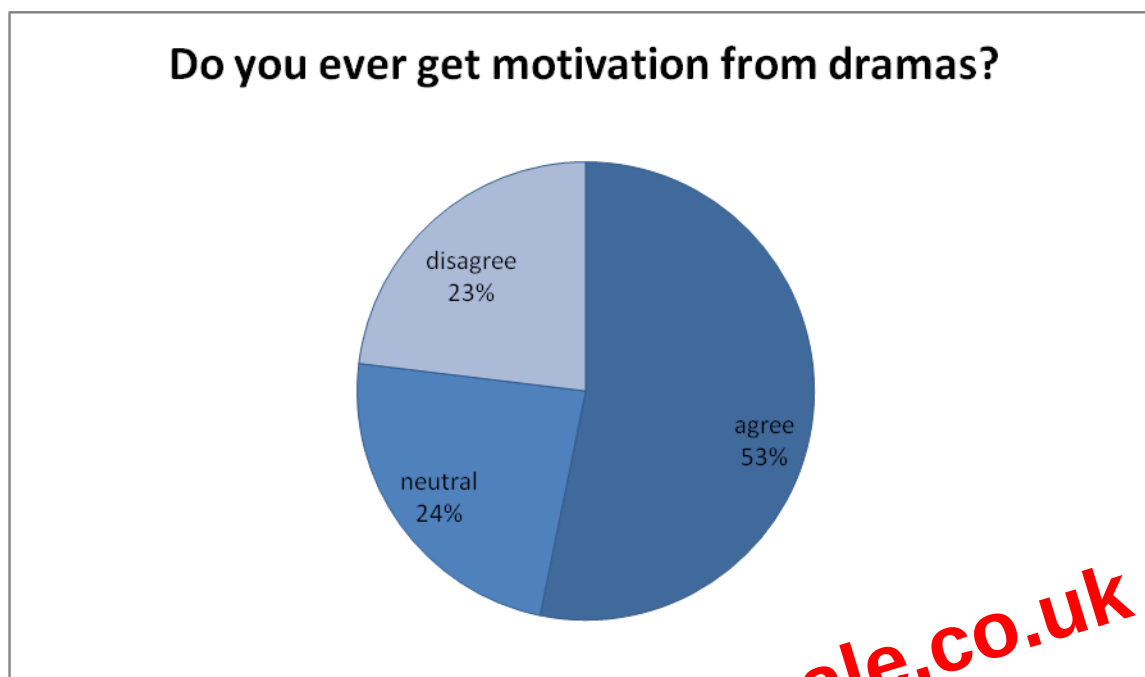
The above table show that the people who thinks because of the dramas women society status in society has changed 66.03% are agree and 18.58% are neutral and 15.38% are disagree.

Table no 4.23:



Effects of dramas on families	Frequency	Percentage
Agree	52	50.64%
Neutral	25	16.02%
Disagree	52	33.33%
Total	156	100%

The above table show that the people who wear their dress as shown in dramas 50.64% And 16.02% are neutral and 33.33 are disagree.

Table no 4.26:

Effects of dramas on families	Frequency	Percentage
Agree	153	53.20%
Neutral	37	23.71%
Disagree	36	23.08%
Total	156	100%

The above table show that the people get motivation from dramas 53.20% are agree

And 23.71% are neutral and 23.08% are disagree.

Calculate value of chi-square is greater than the table value of chi-square therefore null hypothesis is rejected and alternate hypothesis is accepted. It means there is relationship between motivation level and Pakistani geo TV dramas.

Co-efficient of contingency is 0.51. It shows that there is a moderate relationship between motivation level and geo TV dramas.

Hypothesis test 6:

There is relationship between geo TV dramas and dressing style.

There is no relationship between geo TV dramas and dressing style.

Dressing style	Do you think that in geo TV dramas western dressing style are adopting?		
	Yes	No	Total
Low	74	8	82
Moderate	38	18	56
High	12	6	18
Total	128	32	156

Calculate value of chi-square	70.29
Level of significance	0.05
Degree of freedom	2
Table value	5.991

- Because of shortage of time, researcher couldn't get larger number of respondents.

5.5 CONCLUSION:

After completing the study of the present article the effect of Pakistani geo TV dramas on families. It is concluded that Pakistani dramas had a great impact on families. It is effected on people in both negative and positive way if we see in a positive point of view then it is good that women status in our society have changed and they can speak for their rights. People's confidence level has increased and people get motivation from dramas etc. If we see from a negative point of view about the effect of dramas, so dramas affected our culture our Islamic values have decreased in dramas veil and dupatta wearing is decreased. So people should only adopt only those things which are good for them.

5.6 SUGGESTIONS:

The researcher wants to suggest that:

- Pakistani Dramas should present the real ideologies of Pakistani culture.
- Pakistani Dramas should present the real code of ethics that is based on religion.
- Pakistani Drama industry should not give too much importance to western impacts culture.
- Families should spend their time with each other.
- TV channels should maintain the time check of five-time prayers.
- In our Pakistani dramas, a more Islamic way of living should be shown.
- Pakistani channels should present positive aspects of life indeed of negative effects.

14. Do you think by adopting other culture Islamic values are decreasing in our society?

Agree Neutral Disagree

15. Do you think that geo dramas effecting our living style?

Agree Neutral Disagree

16. Do you think by watching geo TV dramas, lifestyle of families has change?

Agree Neutral Disagree

16. Have you or your family members ever try to adopt living style as shown in dramas?

Agree Neutral Disagree

17. Do you think that in Pakistani geo TV dramas most of the rich family life style is showing?

Agree Neutral Disagree

18. Have you or your family members ever try to act according to rich people as show in drama?

Agree Neutral Disagree

19. Do you think that status of the women has changed because of dramas?

Agree Neutral Disagree

20. Most of the women's confident level has increase because of dramas.

Agree Neutral Disagree

21. Do you think women are able to speak for their rights because of dramas?

Agree Neutral Disagree

22. Do you think that in TV dramas western dressing style are adopting?

Agree Neutral Disagree

23. Do you ever try to wear your dress as show in dramas?

Agree Neutral Disagree