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Journal homepage: www.publishing.globalcsrc.org/jbsee**Influence of Western Culture on Pakistani Dramas: A Feminist Lens****Aiman Badar**, PhD, Scholar, The Islamia University of Bahawalpur, Pakistan***Abida Noureen**, Associate Professor, The Islamia University of Bahawalpur, Pakistan**Syed Shoaib Ahmad**, M.Phil, The Islamia University of Bahawalpur, Pakistan*Corresponding author's email: dr.abida@iub.pk**ARTICLE DETAILS****History***Revised format: Nov 2023**Available Online: Dec 2023***Keywords***Western Culture, Women rights, Power dynamics, Societal attitudes, Gender equality.***JEL Classification***L80, L82***ABSTRACT**

Purpose: Cultures go through the process of evolution with time. This process is always influenced by certain factors. External factors significantly influence Pakistani society through TV dramas. It is important to examine the influence of Western culture on Pakistani dramas. This research explores the influence of Western culture with reference to women characters, in term of women's right of education, marriage, community engagement, living, economic empowerment as well as their household obligations, social limitations and liberation, juxtaposed with traditional cultural norms. Since Feminist theory stands for the rights of women, drawing upon the Feminist theoretical framework, this study investigates how the portrayal of gender roles, identities, and power dynamics in Pakistani television dramas reflects the infiltration of Western cultural values. The aim of this research is to assess the extent to which Western influences in Pakistani dramas contribute to shifting societal attitudes towards gender equality and women's empowerment.

Design/Methodology/Approach: Feminist theory is used in this study. Survey research is employed for quantitative analysis method in this study to analyze the influence of Western trends on Pakistani dramas.

Findings: The results revealed that Within the narratives of Pakistani dramas, male characters often dominate the spotlight with an emerging recognition among viewers: that female characters hold a significant thematic influence within the storyline, revealing a complex tension between societal expectations and evolving ideals of gender equality and agency.

Implications/Originality/Value: This study highlights the convergence of tradition, modernity, and external influences in Pakistani dramas. As the industry continues to evolve, there emerges a pressing need for reflection and dialogue on the portrayal of gender roles in a manner that is not only equitable and inclusive but also reflective of the evolving dynamics of Pakistani society.



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Introduction

Television has captured the interest of every part of the globe. It is regarded as the most accessible outlet for learning, knowledge, and amusement. Among the widely embraced creations of television is drama. Drama serves as a conduit for individuals to grasp the understanding of societal and religious principles and standards within their own society and beyond. However, it is evident that these values and principles are often depicted in a particular, appealing manner, prompting viewers to emulate them. (McLuhan, 1964)

Television, globally, is a potent tool utilized to depict various realities. It possesses the capacity to directly impact all sectors of society. Viewers of television frequently find themselves echoing phrases from television dialogue and mimicking corresponding actions, signaling to those around them that they are imitating someone who has spoken these lines. Television plays a crucial role in shaping and restructuring social frameworks. It constructs cultural paradigms that significantly influence individuals' thoughts and behaviors. It actively shapes people's lives, ensuring they remain abreast of the constantly evolving global trends. Television audiences endeavor to emulate the behavioral patterns portrayed on screen. (Richardson, 2010)

Television offers individuals an opportunity to witness the lifestyles prevalent globally, facilitating adaptation and alignment with contemporary trends. Its pervasive presence in both domestic and professional settings enable television to wield considerable influence. Media organizations leverage this influence by endorsing preferred lifestyles through influential and beloved personalities whom the public admires and emulates. Consequently, producers effortlessly disseminate their intended narratives within society. Additionally, the use of visuals and supplementary elements enhances the persuasiveness of presented ideas and agendas. (Baran, 2004)

Every society endeavor to propagate its norms and values for acceptance and emulation by other global societies. Western societies, in particular, actively strive to disseminate their norms worldwide through diverse channels. They seek to infiltrate their cultural and ideological paradigms into Pakistani society as well. Television dramas serve as a potent platform for this purpose, with Western influences pervading various media outlets. Many private media entities in Pakistan operate under the sway of Western ideologies, incorporating and promoting them in their content. The majority of Pakistani audiences tune in to Urdu dramas aired by these media houses, which often reflect Western ideologies through carefully crafted discourses. Producers of television dramas strategically employ language patterns, presentation styles, characterizations, plotlines, and contexts to convey their intended messages. Consequently, media discourse garners significant attention from researchers due to its multimodal nature and wide viewership. Pakistani scholars have previously conducted numerous research studies in the realm of media discourse, delving into its diverse facets for exploration and analysis. (Ijaz, 2022)

Statement of Problem

In recent times, Pakistani television dramas have emerged as a notable platform for both entertainment and societal introspection. Nonetheless, there exists a notable deficiency in comprehensively grasping the impact of Western culture on Pakistani dramas from a feminist perspective. This investigation endeavors to fill this void by scrutinizing the substance of Pakistani dramas and scrutinizing consumption trends to gauge their influence on women's empowerment within Pakistani culture. Through an exploration of how women are portrayed in these dramas and the reactions of audiences, this study aims to unveil the intricate mechanisms

that mold gender roles and narratives of empowerment within the realm of Pakistani media.

Rationale of the Study

The rationale behind examining the collision of Western culture on Pakistani dramas on the basis of a feminist perspective occurs from the significant role that television dramas play in shaping societal norms and perceptions. Although the Western cultural elements are penetrating into Pakistani dramas due to the effects of emerging globalization and admission of Pakistani dramas into global media, however the significance of Pakistani television dramas can be witnessed by their prominence and wide acceptance with respect to their entertainment and the reflection of societal values and dynamics. However, the emergent globalization and admission into global media have led to an observable penetration of Western cultural elements into Pakistani dramas. Employment of feminist lens to examine this phenomenon allows the study to address several relevant inquiries. Initially, it seeks to examine how Western cultural values and standards regarding women are depicted and assimilated into Pakistani dramas, as well as gender roles and women's empowerment. This involves analyzing the portrayal of female characters, their agency, and the narratives surrounding women's issues. Moreover, the study happens to grasp the ramifications of the respective depictions on Pakistani society, principally on perceptions of gender roles and empowerment. It seeks to probe whether the infusion of Western cultural elements reinforces traditional patriarchal norms or challenges conventional gender roles, potentially influencing attitudes and behaviors towards women.

Literature Review

Kaleemullah (2016) examined the authority of private channel's dramas on the audience's perception. The research proposed that dramas on private TV channels influence the societal and spiritual structure. The study added that these dramas moreover influence cultural trends and introduce the culture of overseas nations to Pakistan as well, while impairing their indigenous culture. The inquiry concluded that dramas on private TV channels are having an adverse effect on the women of Pakistan.

Similarly, D. Shabir (2013) Investigated impacts of Urdu dramas from HUM and Geo TV on the societal customs of women in Bahawalpur and scrutinized how these dramas play a significant role in cultural advancement and how these dramas align with our customs and traditions. The research demonstrates that Hum TV dramas depict culture and traditions but conversely Geo TV dramas were not showcasing Pakistani culture. The investigation unveiled that women embraced the fashions of models depicted in the Urdu dramas of Geo and Hum TV and these dramas were also enlightening women and advocating modernization. The discovery indicates that television dramas of both channels are a beneficial means of exchanging culture within the community and these dramas also underscore or highlight the challenges and concerns pertaining to women.

However, Zia (2014) investigated the influence of PTV dramas on adolescents residing in Lahore. The research concluded that PTV alters the perspective of youngsters via its dramas by cultivating unfamiliar or foreign culture. The investigation demonstrates that to some degree these dramas also instigating discontent among adolescents and the majority perceive or comprehend that PTV dramas were divergent from reality and offer an outlet to adolescents from realities of practical life.

Likewise M. Shehzad (2020) carried out the research to explore if drama nurtures the cultural values of society or not. The findings of the study indicate that Pakistani dramas nurture Western cultural customs in Pakistani society. Individuals are increasingly inclined to embrace an opulent lifestyle and adhere to Western attire trends routinely. Numerous scholars have examined the matter of media's impact on culture.

In the same way Dattoo (2010) Examined the impact of media-propelled culture on the customs,

traditions, and culture of Pakistani society. This research aimed to delve into the dominance of worldwide media, influencing the cultural norms, values, beliefs, and perceptions of young individuals regarding values and norms within a societal framework. The findings disclosed that global media portrays Islam's image unfavorably, highlighting women as a socially oppressed and reliant segment of Islamic society.

Zia (2007) also demonstrated the manner in which television impacted the reading habits and daily routines of consumers. Through his investigation, he observed that "there exist trends of modification where improvements are noticeable, particularly within the widely-read press publications, while declines are evident among the more scholarly periodicals." The reading materials featured on television broadcasts serve as a catalyst for encouraging people to engage in reading activities.

Baig (2011) asserted that Pakistani television dramas exert a clear influence on the younger populace, a demographic that appears notably swayed by these dramas. Individuals frequently engage in conversations about these TV series in their everyday interactions, whether at their workplace, educational institutions, or elsewhere, indicating widespread fascination with Pakistani drama productions. With the ascendancy of private television networks, the nature of the drama industry has transitioned from being family-centric to adopting a more sensationalist approach, thereby becoming increasingly attractive to the younger and more impressionable segments of society.

Equally, Shafiq (2018) revealed the categorization evident in Pakistani TV dramas: delineating between the "virtuous woman" and the "immoral woman." The "virtuous woman" is depicted as domesticated, who is veiled with a dupatta, is youthful and eye-catching whereas the "immoral woman" is portrayed as career-driven, audacious in demeanor, hailing from an affluent background, and attired in contemporary Western attire.

Whereas, Wahab (2019) undertook a scrutiny of the content of several episodes from two Pakistani drama series, unveiling that women were depicted in subservient societal roles and exploited within the confines of patriarchal ideology.

Correspondingly Fatima (2019) took up content analysis and discourse analysis to evaluate Pakistani soap operas or dramas/serials. The investigation revealed that notwithstanding the increase in women's education, honor narratives portrayed in drama serials persist in impacting and shaping women's everyday experiences as they encounter hurdles concerning marriage, employment, domestic violence, religious status, and the suppression of victims of harassment or sexual abuse.

Research Gap

The available literature pertaining to the depiction of women in television shows, the influence of these shows on audiences and feminist's viewpoints in television content indicates a notable absence of scrutiny regarding the impact of Western culture in context of women's empowerment in Pakistani dramas and its societal ramifications. This research endeavors to examine the influence of Western perspectives regarding women in Pakistani societal standards and principles, specifically through television dramas, with a focus on feminist perspectives and women's empowerment. Through an examination of the viewing habits associated with Pakistani television dramas, this study aims to investigate the applicability of feminist ideals and the portrayal of gender roles within the Pakistani milieu.

Research Questions

1. How do Pakistani dramas reflect traditional gender roles and expectations in light of exposure to Western cultural influences?
2. How do Pakistani dramas negotiate the apprehension between traditional values and Western notions of gender equality, agency, and autonomy?
3. To what extent do portrayals of masculinity in Pakistani dramas reflect shifts influenced by Western cultural ideals, and how does this impact perceptions of gender roles and power dynamics?

Theoretical Framework

The Feminist Theory

Feminist theory emerged as a response to the systematic oppression and discrimination faced by women in various aspects of society. The origins of feminist thought can be traced back to the 18th century when early feminist philosophers began questioning traditional notions of gender roles and advocating for women's rights. The 19th and early 20th centuries witnessed a focus on securing legal rights for women, particularly suffrage. Activists like Mary Wollstonecraft in the UK and Susan B. Anthony and Elizabeth Cady Stanton in the US played crucial roles in advocating for women's right to vote and challenging societal norms that relegated women to subordinate roles. A wide range of issues including workplace equality, reproductive rights and sexual liberation were addressed as the scope of feminist dialogue was broadened by 1960 and 1970, known as The Second Wave of feminist movement. Since then, the feminist movement remained consistent on its overarching objective of tackling the patriarchal social structures and eliminating gender inequality. To examine the association between Western influences, feminist ideology, the depiction of gender dynamics and Pakistani dramas the research article "Influence of Western Culture on Pakistani Dramas: A Feminist Lens" draws its theoretical framework on several key perspectives.

Employing feminist approaches, the study seeks to thoroughly analyze whether Pakistani dramas portray and strengthen or challenges the patriarchal norms, as well as their capacity to contest or undermine traditional gender roles. This task entails dissecting the agency, portrayal, and storylines involving female characters in Pakistani dramas, with fastidious consideration towards women's empowerment and independence.

Methodology

Quantitative Analysis

Western culture has been operationalized in terms of status of women, their contribution and presentation in society. Survey research is conducted for the quantitative measurement of the variables.

Sampling Technique

Quota Sampling

Quota sampling is a non-probability sampling technique where the researcher selects participants based on certain characteristics to ensure that the sample represents specific subgroups in the population. The quota of participants selected for this study is based on literacy level, possession of smart phone, access to internet and ability to attempt an online survey.

Establishment of Quota

Total population of Pakistan: 241.5 million

Percentage of literacy: 59.3% = 142.9 million

Percentage of internet access: 30.1% = 7269150000

Calculation of Sample Size

Using the Formula

Sample size (n) = $Z^2 \cdot (p) \cdot (1-p) / c^2$

Z= confidence level

P=.5

C= margin of error

Sample Size

Hence the sample size calculated on the above-mentioned formula comes out to be 601. Due to the constrain of return rate, the responses received reached up to the sample size of 516.

Operationalization of Western Culture

Women in Western Culture

Family and Household

Women often play central roles in nurturing and sustaining families. They contribute to child-rearing, care giving for elderly or sick family members, managing household finances, and maintaining the overall well-being of the family unit.

Education and Professional Life

Women are actively involved in pursuing education and professional careers in diverse fields. They serve as educators, researchers, healthcare professionals, engineers, entrepreneurs, artists, and leaders in both public and private sectors.

Community Engagement

Women are integral members of communities, participating in civic and social activities that promote collective well-being. They volunteer for charitable organizations, advocate for social justice causes, and engage in grassroots initiatives to address local issues.

Culture and Arts

Women enrich society through their creative expression in literature, music, visual arts, theater, film, and other cultural domains. They contribute to shaping cultural narratives, challenging stereotypes, and fostering dialogue on important social issues.

Economic Empowerment

Women contribute to economic growth and development through their participation in the workforce, entrepreneurship, and financial decision-making. They manage businesses, create employment opportunities, and drive economic innovation.

Data Analysis

Statistical Analysis

The study consists of 516 respondents from the well-structured questionnaire. The reliability analysis showed that Cronbach alpha value is 0.716 showing good reliability of the study. The study shows that in terms of location, the majority of respondents hail from Punjab, constituting 456 individuals, which accounts for 88.4% of the total sample. Sindh, Balochistan, and KPK have smaller representations with 22 (4.3%), 11 (2.1%), and 27 (5.2%) respondents respectively. Regarding age distribution, the largest cohort falls within the 20-30 age bracket, comprising 283 respondents, representing 54.8% of the sample. The other age groups follow as: below 20 with 33 respondents (6.4%), 30-40 with 128 respondents (24.8%), 40-50 with 55 respondents (10.7%), and above 50 with 17 respondents (3.3%). In terms of gender, the sample is almost evenly split, with 256 male respondents (49.6%) and 260 female respondents (50.4%). Education-wise, postgraduate respondents are the most numerous with 235 individuals (45.5%), followed by graduation with 202 individuals (39.1%), intermediate with 64 individuals (12.4%), matric with 15 individuals (2.9%), and no respondents under the category of under matric. Inquiring about TV habits, the majority (381 respondents, 73.8%) watch TV, with around 5 hours being the most common daily viewing duration (327 respondents, 63.4%). Among the favorite drama channels, Geo TV is the most popular, favored by 216 respondents (41.9%), followed by PTV with 132

respondents (25.6%), Green TV with 113 respondents (21.9%), and ARY with 55 respondents (10.7%). When asked specifically about Pakistani dramas, 56.6% of respondents (292 individuals) affirm watching them, while 27.5% (142 individuals) watch them often, and 15.9% (82 individuals) do not watch them at all.

Descriptive Measures of Respondents	Categories	n	%
What is your location	Punjab	456	88.4%
	Sindh	22	4.3%
	Baluchistan	11	2.1%
	KPK	27	5.2%
What is your age	below 20	33	6.4%
	20-30	283	54.8%
	30-40	128	24.8%
	40-50	55	10.7%
	above 50	17	3.3%
What is your gender	male	256	49.6%
	female	260	50.4%
What is your education	under matric	0	0.0%
	matric	15	2.9%
	intermediate	64	12.4%
	graduation	202	39.1%
	postgraduate	235	45.5%
Do you watch TV?	yes	381	73.8%
	no	135	26.2%
How much daily do you watch TV?	less than 2 hours	171	33.1%
	Around 5 hours	327	63.4%
	more than 5 hours	15	2.9%
	Around 10 hours	3	0.6%
Which is your favorite drama channel	PTV	132	25.6%
	Geo TV	216	41.9%
	ARY	55	10.7%
	Green TV	113	21.9%
Do you watch Pakistani Dramas?	Yes	292	56.6%
	No	82	15.9%
	Often	142	27.5%

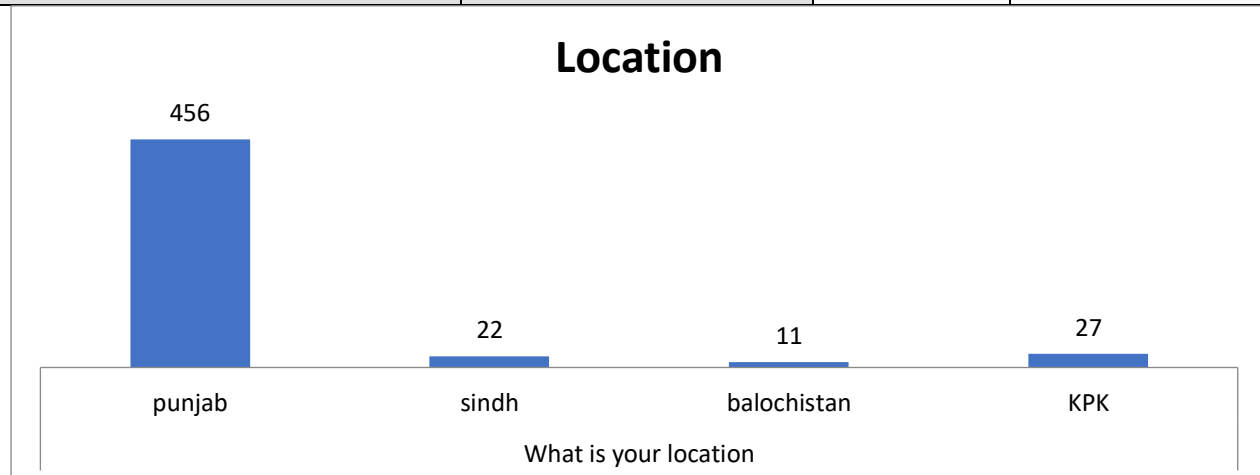


Figure 1: location of Respondents

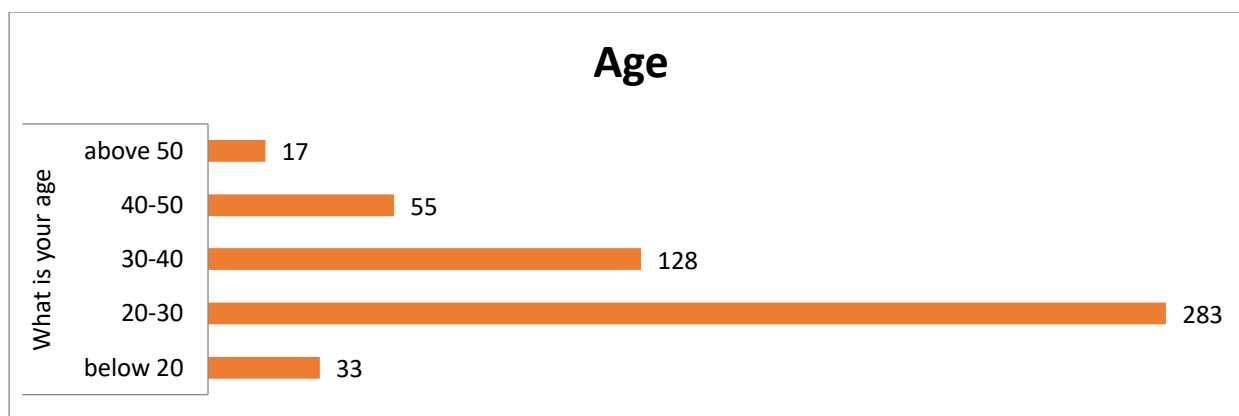


Figure 2: Age of the respondents

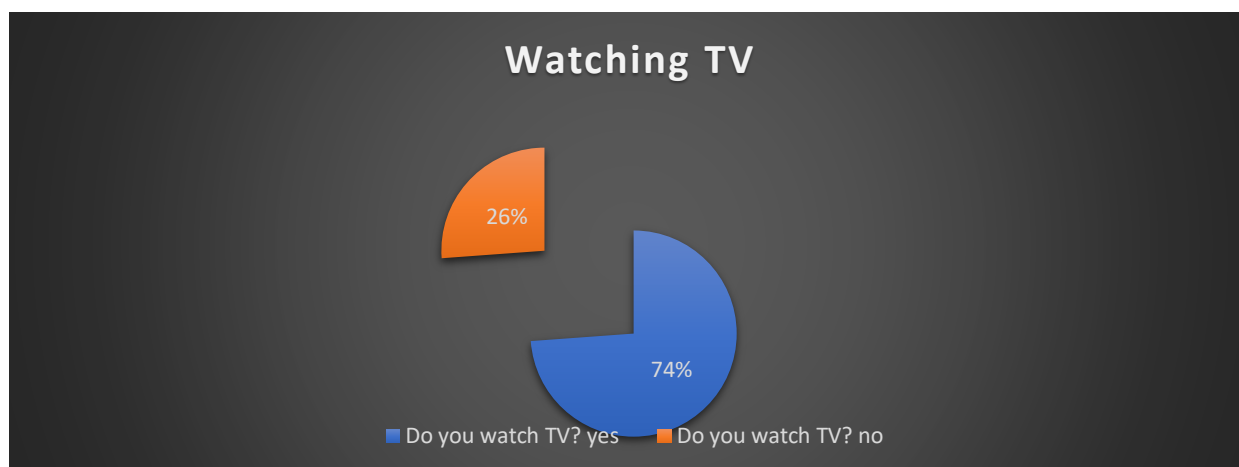


Figure 3: Opinion about watching Television

The study as mentioned in Table 2 outlines findings from a survey focused on perceptions of Pakistani dramas and their portrayal of reality, gender roles, and empowerment. Among the respondents, 24.8% (128) believe that Pakistani dramas accurately represent reality, while a majority of 50.0% (258) disagree, and 25.2% (130) express uncertainty as shown in Figure 4. For those who find these dramas realistic, notable percentages believe they accurately depict aspects like the family system (39.7%, 205) and the role of women in society (36.0%, 186). However, fewer respondents feel they accurately represent the place of women in society (21.1%, 109) or women's fashion (3.1%, 16), with no respondents believing they depict women's freedom accurately. Regarding memorable characters, 45.7% (236) of respondents recall impactful figures, predominantly male (89.5%, 462). Despite this, a substantial portion, 45.7% (236), perceive women as the primary theme of Pakistani dramas as shown in figure 5. However, a significant majority, 51.9% (268), believe women are not portrayed as empowered in these dramas, compared to 16.1% (83) who do and 32.0% (165) who remain uncertain.

The mentioned results support the research question *“How do Pakistani dramas reflect traditional gender roles and expectations in light of exposure to Western cultural influences?”* by demonstrating that Pakistani dramas reflect a mix of traditional gender roles and expectations, influenced by exposure to Western cultural influences. The findings indicate that within Pakistani dramas, there are portrayals of women exerting influence over their children, managing their husbands, and being responsible for domestic affairs. These portrayals align with traditional gender roles where women are expected to fulfill care giving and household responsibilities. Additionally, the results show that there are depictions of women relying on their parents for support and facing challenges within their in-laws' households. These aspects reflect traditional expectations regarding familial relationships and the hierarchical structure within extended

families, where women may face pressures and expectations from in-laws. However, alongside these traditional portrayals, there are also indications of exposure to Western cultural influences. For example, some respondents noted that women in Pakistani dramas are depicted as financially independent and making their own decisions. These aspects suggest a shift towards more modern gender roles influenced by Western ideals of autonomy and agency.

Table 2: Perceptions of Pakistani Dramas: Reality, Gender Roles, and Empowerment in Percentage Response.

Variables of the Study	Categories	N	%
Do you think Pakistani dramas are close to reality?	Yes	128	24.8%
	No	258	50.0%
	Don't know	130	25.2%
If yes, which of the following things are close to reality?	Family system	205	39.7%
	Role of Women in Society	186	36.0%
	Place of Women in Society	109	21.1%
	Way of fashion for woman	16	3.1%
Do you remember any impactful character in Pakistani drama which you have watched presently?	Yes	236	45.7%
	No	101	19.6%
	Don't know	179	34.7%
If yes, then the impactful character was male or female?	Male	462	89.5%
	Female	54	10.5%
Do you think women are the primary theme of Pakistani dramas in your opinion?	Yes	236	45.7%
	No	54	10.5%
	Don't know	226	43.8%
Do you think women are empowered in Pakistani dramas?	Yes	83	16.1%
	No	268	51.9%
	Don't know	165	32.0%

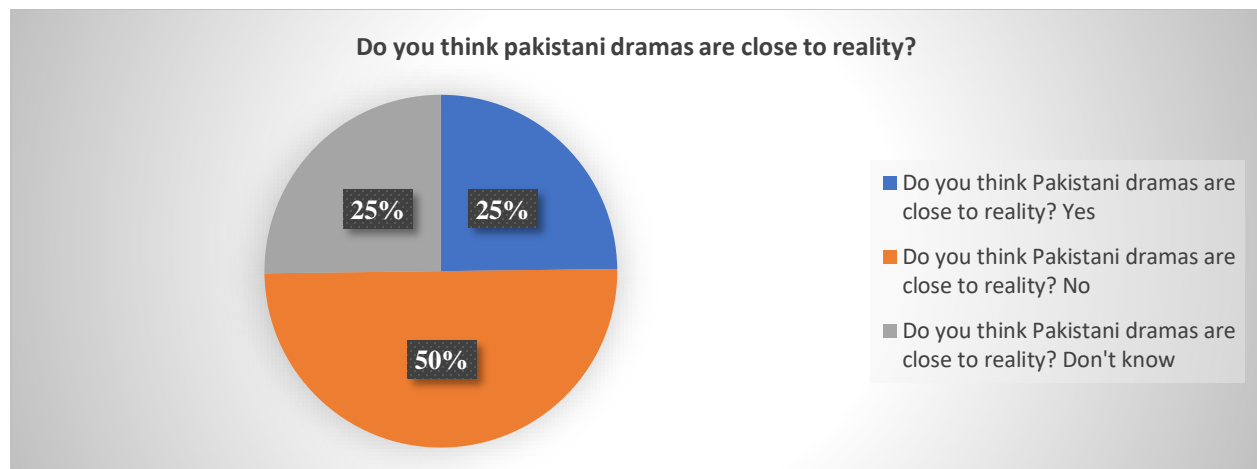


Figure 4: Response about Pakistani dramas are close to reality (N = 516)

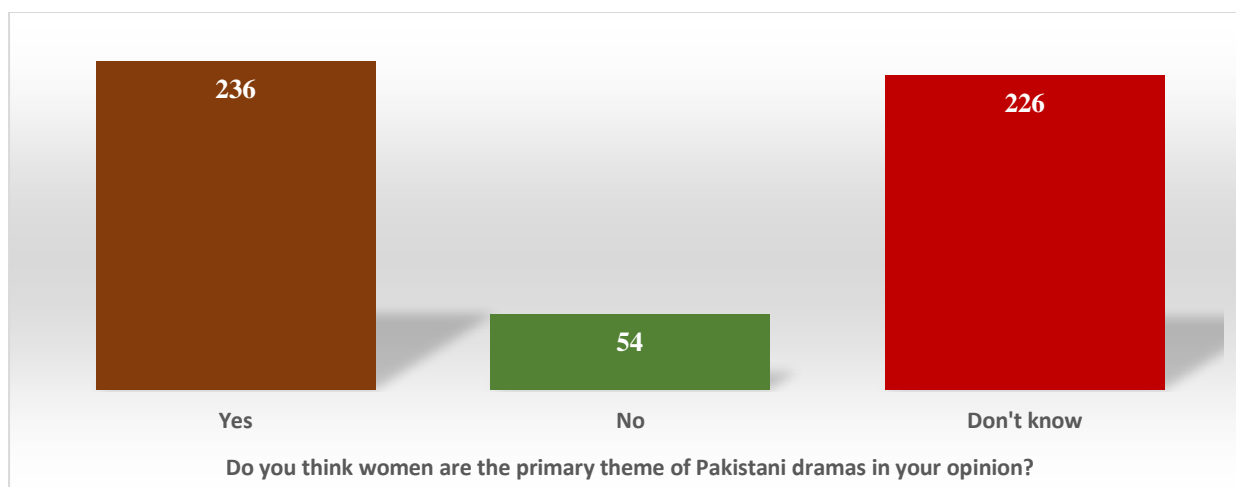


Figure 5: Responses about women are the primary focus of Pakistani Dramas (N = 516)

Table 3 presents opinion exploring various dimensions of Pakistani dramas and their effects on viewers' perceptions of gender roles, societal norms, and cultural influences. A substantial proportion of respondents identified specific portrayals within Pakistani dramas, indicating that women often exert influence over their children (30.8%, 159) and manage their husbands according to their own will (19.2%, 99). Additionally, a significant portion perceived women as being in control within their in-laws' households (25.6%, 132) and relying on their parents for support (7.6%, 39).

The study illuminates the research question “*How do Pakistani dramas negotiate the apprehension between traditional values and Western notions of gender equality, agency, and autonomy?*” negotiation between traditional values and Western notions of gender equality, agency, and autonomy within Pakistani dramas. These dramas present a multifaceted portrayal of gender roles, showcasing both traditional expectations and influences from Western ideals. On one hand, Pakistani dramas depict women fulfilling traditional roles, such as managing households and familial obligations, reflecting deeply ingrained societal norms. However, alongside these traditional portrayals, there are also depictions of women as financially independent decision-makers, suggesting a nod towards Western notions of agency and autonomy. This polarization in portrayal reveals the enduring negotiation between conventional norms and evolving social values within Pakistani society. However, the response to new inclination in Pakistani dramas highlights this conciliation, with contradictory opinions on their association with Pakistani society and tolerability within the culture.

Furthermore, the survey highlighted the impact of Pakistani dramas on viewers' behavior and attitudes. A considerable number of respondents reported being influenced to continue the education of their sisters or daughters (42.1%, 217) and to raise their voices against injustices towards women (29.3%, 151) after watching these dramas. Regarding the depiction of rights in Pakistani dramas, respondents indicated alignment with Pakistani societal norms. Noteworthy percentages believed that rights such as access to education (41.9%, 216) and the ability to marry according to one's own will (48.8%, 252) resonate with Pakistani society.

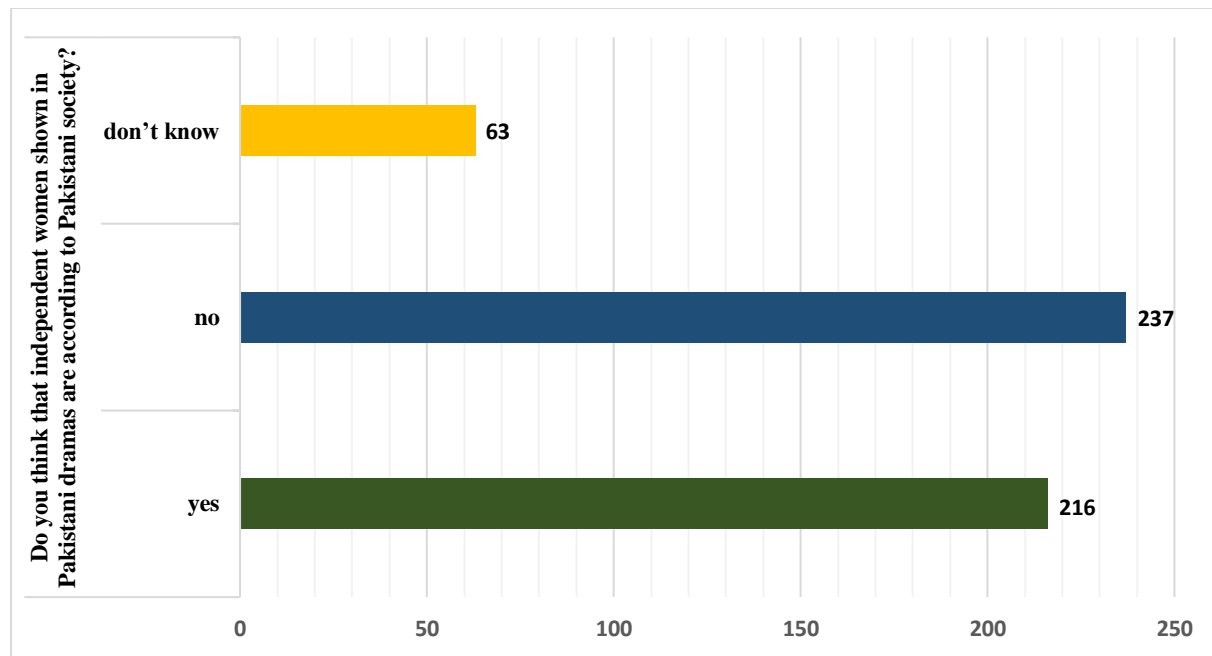


Figure 6: Independent women shown in Dramas are according to Society (N = 516)

The analysis reveals a variety of viewpoints regarding the portrayal of gender roles, societal norms, and cultural influences in Pakistani dramas. Notably, opinions are split on whether the depiction of independent women in these dramas accurately represents Pakistani society, with 41.9% (216 respondents) expressing agreement and 45.9% (237 respondents) disagreeing (as illustrated in Figure 6). Moreover, there is a division of opinion regarding the emergence of new trends in Pakistani dramas, with 22.9% (118 respondents) acknowledging their presence and 68.6% (354 respondents) rejecting the notion. Among those who acknowledge these trends, 27.5% (142 respondents) believe they are consistent with Pakistani culture, while 17.8% (92 respondents) disagree. Furthermore, the survey reveals mixed sentiments regarding the acceptability of these new trends within Pakistani society. While 51.6% (266 respondents) consider them acceptable, 20.9% (108 respondents) hold the opposite view. Additionally, there's uncertainty regarding whether these trends promote Western culture, with 46.5% (240 respondents) perceiving such influence, while 44.4% (229 respondents) disagree.

Table 3: Perceptions of Gender Roles and Cultural Representation in Pakistani Dramas

Variables of the Study	Categories	N	%
Which of the following options do you consider in Pakistani dramas	woman influences their kids	159	30.8%
	She manages her husband according to her own will	99	19.2%
	They are in control according to their wishes in their in-laws' house	132	25.6%
	She relies on her parents for support.	39	7.6%
	She nurtures and raises her children	40	7.8%
	She is financially independent like humans.	20	3.9%
	She makes her own decisions	6	1.2%
	They are respectable teachers	8	1.6%
	They are respectable doctors	9	1.7%
	successful businesswoman	4	0.8%
Which of the following you were impressed to do after watching Pakistani dramas?	Have you decided to continue the education of your sister or daughter	217	42.1%
	Did you agree to marry her based on her will?	143	27.7%

	Did you raise your voice against the injustice happening to women?	151	29.3%
	Have you made any changes in the upbringing of your children?	5	1.0%
Which of the following rights of women shown in Pakistani dramas are according to Pakistani society?	to get education	216	41.9%
	to get married through her will	252	48.8%
	to adopt the profession of her choice	32	6.2%
	to struggle against immoral behavior	16	3.1%
Do you think that independent women shown in Pakistani dramas are according to Pakistani society?	Yes	216	41.9%
	No	237	45.9%
	don't know	63	12.2%
Which of the following characters shown in Pakistani dramas are related to Pakistani culture?	woman does the job with her domestic responsibilities	216	41.9%
	Women compete man in their professional duties	121	23.4%
	woman faces social injustice	174	33.7%
	woman faces harassment in offices	5	1.0%
Do you think that Pakistani dramas reflect Pakistani Society?	Yes	126	24.4%
	No	227	44.0%
	dent know	163	31.6%
Do you think that new trends are being set in Pakistani dramas?	Yes	118	22.9%
	No	354	68.6%
	dent know	44	8.5%
Are these new trends close to Pakistani culture?	Yes	142	27.5%
	No	92	17.8%
	dont know	282	54.7%
If yes, are those trends acceptable in Pakistani society?	Yes	266	51.6%
	No	108	20.9%
	dent know	142	27.5%
Do new trends promote Western culture in Pakistan?	Yes	240	46.5%
	No	229	44.4%
	don't know	47	9.1%

By answering the third research question *“To what extent do portrayals of masculinity in Pakistani dramas reflect shifts influenced by Western cultural ideals, and how this impact perceptions of gender roles and power dynamics does?”*, The examination of the previous tables and survey findings offers insights into the portrayal of masculinity in Pakistani dramas and its reflection of shifts influenced by Western cultural ideals, consequently impacting perceptions of gender roles and power dynamics. Firstly, the study revealed that memorable characters in Pakistani dramas are predominantly male, with 89.5% of respondents recalling impactful male figures. This suggests a significant focus on male characters within the narrative landscape. However, despite this prevalence, there is a perception among respondents that women are the primary theme of Pakistani dramas, with 45.7% perceiving women as the primary theme. This indicates a potential shift towards more diverse and nuanced portrayals of gender roles, acknowledging the importance of female characters in shaping the storyline and thematic elements. However, while Pakistani TV dramas largely idealize male characters, there's a rampant conviction among respondents that female characters are not portrayed as empowered within the respective narratives. This sentiment is reflected by 51.9% of respondents who believe that women are not portrayed as empowered, as compared to 16.1% who do consider so, and 32.0% remained uncertain. There is a potential deviation in power dynamics and gender roles within the perspective of Pakistani dramas that suggest an imbalance between the portrayal of

masculine and feminine images. However, the survey results display assorted response with respect to the acceptability of influence of Western ideals, and in terms of new drifts within Pakistani dramas. Some respondents hesitate to express agreement; however, others recognize these trends as associated with Pakistani culture. For instance, existence new trends have been acknowledged by 22.9% of respondents, while 68.6% throw out the Western impression. Therefore, the dialogue between conventional values and evolving ideals of Western influences continues.

Discussion

This study provides an elaborated overview of the comprehensive settings regarding gender roles, Western influences and evolving customs, operating within Pakistani dramas. As far as the narratives of Pakistani dramas is concerned, there is a growing recognition for the enormity of female characters as an empowered individual, there are persistent sentiments among respondents that male characters still frequently dominate the spotlight, and their significant roles capture the viewer's attention. Whereas, this is noteworthy that despite this established portrayal, there is a rising recognition among viewers that female characters seize a significant thematic influence within the storyline. Evolution of societal attitudes is reflected through this delicate yet notable recognition of a gradual shift towards a comparatively more inclusive version of gender dynamics. There is a complex strain between the agents of evolving gender equality and societal expectations, which is enlightened in the reflection of a persistent disparity in traditional gender norms and power dynamics.

However, fascinating insights are proposed by the diverse responses regarding new trends in Pakistani dramas, with respect to the continuous dialogue between tradition and modernity. Some value these trends as a process of natural evolution and consistent with Pakistani social values, contrarily others cautiously suspect them to be skepticism and acknowledge them as foreign ideals and potential effects of Western influences. This study emphasizes on the blend of tradition with modernity and external influences as part of storyline of Pakistani TV dramas and concludes on a nuanced depiction of gender dynamics. At the same time when the industry is on the rise, there is a critical need of dialogue to ensure appropriate reflection of the ways that present fair gender landscape and is inclusive of the evolving dynamics of Pakistani society as well.

Conclusion

A complex relationship of Pakistani traditions, influence of Western culture and evolving gender roles in Pakistani dramas is illuminated in this study. Apart from frequently dominating male characters in the storyline of Pakistani dramas, audience shows an increased awareness regarding the importance of women centric themes and significant female characters, according to the respective investigation. Traces of evolving social perspectives and gradual shift towards the representation of gender roles can be tracked from this subtle recognition. Nonetheless, despite this acknowledgment, there is a prevailing notion that women are inconsistently portrayed as empowered among these narratives. This draw attention towards the association between conventional gender roles and relentless divergence in power dynamics.

A deceptive insight into a comparison between the traditions and modernity has continued due to the varied reactions towards emerging trends in Pakistani dramas. Along with the demonstration of intersecting traditions, modernity and Western influences the present study offers a distinct portrayal of the gender landscape within the storyline of Pakistani dramas. However, some opinions accept these trends as natural evolutions that are also consistent with Pakistani social values, others reserve their approach viewing these inclinations cautiously, suspecting the potential impact of Western influences. As a matter of development, depiction of gender roles is requires reflecting a manner that is fair as well as inclusive of the expression of evolving vibes of Pakistani society.

Suggestions

Therefore, it is required to stay vigilant about the impending external, particularly western cultural influences on how Pakistani dramas represent gender roles. Despite embracing foreign fashions, their alignment with local traditions and societal values should be ensured intact. Nevertheless, this study advocates for the need of further academic inquiry and examination into the Pakistani dramas to augment our concepts about the essential mechanism and fallouts regarding portrayal of power dynamics among gender roles. The suggested attempt may essentially direct advanced explication intended to foster reasonable and rather more inclusive image of gender roles in Pakistani dramas.

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