

## The Impact of Electronic Media on Urban Female

SHAKIR ULLAH

Department of Rural Sociology  
The University of Agriculture, Peshawar  
Pakistan

MADAD ALI

Department of Rural Sociology  
The University of Agriculture, Peshawar  
Pakistan

MUHAMMAD NISAR

Department of Rural Sociology  
The University of Agriculture, Peshawar  
Pakistan

TAHIR FARID

Department of Sociology  
University of Peshawar  
Pakistan

### Abstract:

*Television holds a well-known position in electronic media, the role of media in society is unchangeable because without it social interaction could not exist. The principle objective of this study is to find out the impact of electronic media on urban females. The main aim of this study is to find and analyze the role, responsibilities, forms and access of electronic media and influencing ratio. This study was conducted in Kohat KDA and the focused group is made up of females. A questionnaire was developed and 60 respondents were interviewed according to purposive sampling methodology. The major findings observed during the study are as follows: 63.3% respondents like drama and films channels, while 36.7% respondents like the cooking channels. According to the research findings, 50% respondents believe that TV programmes play a vital role in changing the female behavior toward education. Electronic media can play a positive role in the promotion of native culture, Islamic teachings and country foreign*

*policies in short the respondent feedback, the electronic media can value or disvalue an objective. Media should play an important role in the promotion of social norms and social values.*

**Key words:** Media, women, interviews, violence, influence.

## **Introduction**

The sole effort of mankind in this social life is to learn more about the facilities and bounties of life spread around it, to know them, weigh them and make the most of them. Women could not appreciate very well the blessing of life without a deep insight into their origin, use and mechanism, and all this then was not possible without the electronic media. The electronic media not only gives her light but enlightenment, also through a hub of machinery which enables her to reach the heights, above clouds, below the surface of the earth and deep into the very depth of the seas. It is now a reality of life that TV is a powerful medium not only for imparting information but also for education and entertainment. While watching TV, one certainly and sub-consciously takes some impact, effect from it, whether good or bad (Jennifer 2008).

“Electronic Media” are those communication media which are based on electronic or electromechanical means of production and most often distinguished from print media. The primary electronic media sources familiar to the general public worldwide include radio, sound recordings, television, video recording and streaming internet content”. It denotes “the main means of communicating with large number of people, especially television, radio, internet and satellite”. The electronic media have four basic functions: to inform, entertain, educate and influence the public opinion.

The 20th century can be termed as the century of communication. The main means of mass communication grew progressively as the century unfolded. Motion pictures arrived

on scene in the first decade of this century. Regular radio broadcasts started in 1920s. Television entered the arena in the 1940s, followed by cable television in the 1950s, and satellite television in the 1970s. Lastly the personal computer gave access to Internet in the 1980s and it transformed the interconnected computer networks through World Wide Web by the 1990s (Berkowitz & Rawlings 1963).

## **Value System and Culture**

Media messages have a deep impact on the society and are instrumental in creating the popularly accepted norms. Culture can be defined as the way of life which includes beliefs, aesthetics and institutions of a civilization. Considering today's way of life, we would be lying if we didn't admit that media is not an influential entity in our culture. In order to understand the concept of national cultural identity, it must be clear what is meant by "Culture". Culture can be defined as "a complete way of life of people, the shared attitude, values, goals and practices that characterize a group, their customs, art, language, literature, religion, philosophy etc., the pattern of learned and shared behavior among the members of a group" (Ali 2010). In short, culture is a way of life shared by the members of a society. This includes their ideas, beliefs, language, values, knowledge, customs and the things they make.

## **Influence of Electronic Media**

In the last 50 years the media influence has grown significantly with the advance of technology: first there was the telegraph, then the radio, the newspapers, magazines, television and now the internet. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work,

entertainment, health care, education, personal relationships, travelling and anything else that we have to do. "What we need to be aware is that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do based on our experience and studies; however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works. Exposure to media violence is a risk factor at both the individual and societal levels. At the individual level, high exposure to media violence detrimentally affects normative beliefs about the acceptability of aggressive behavior and cognitive scripts that can drive aggressive behavior automatically (Carnagey & Anderson 2003).

At the societal level, high use of violent entertainment media increases the proportion of the population that endorses pro-violence attitudes, beliefs, and expectations, and thereby increases the frequency of aggression-inducing provocations (Anderson et al. 2003).

The effects of media are many and diverse, which can either be short or long term depending on the news and information. The effects of media can be found on various fronts, ranging from the political, economic and social, to even religious spheres. Some of the negative effects arising from the media are cultural and social influences, crimes and violence, sexual obscenities and pornography as well (Muhammad 2010).

Pakistani children exposed to television violence claim the ranging from aggressive play to aggressive and violent interpersonal behavior, which is clearly linked to viewing violence. These findings show the children's inability to distinguish fantasy from reality as can be seen in their serious imitations of even fantasy cartoon depictions. Television

viewing is not only a form of entertainment, but also a mode of dissemination of messages. Failing to draw a line of demarcation between the two has had tremendous negative impacts on society. By 2004, every commercial channel had had, on average, one to two hours a day of violent crime. For the more celebrated crimes, several channels would vie with each other for coverage, each offering rival reconstructions, analyses, and interviews with witnesses (Cynthia and Kay 2003).

### **Objectives of the Study:**

1. To ascertain the length of time the females give to the TV Programmes.
2. To study the effect of electronic media on the curricular activities of females in house.
3. To probe how electronic media plays its role in the social development of urban female.
4. To find out the benefits of electronic media towards urban females.
5. To find out the impact of electronic media on family system.
6. The positive and negative impact of the electronic media on urban female's social life.
7. To find out the effects of electronic media on religious activities of the females.
8. To examine the association between viewing of cable television and its effect on house and personal expenditure of women in KDA, Kohat.

### **Theoretical Framework**

Culture here is understood as a widely distributed system of symbols through which people make sense of the world in order to orient themselves, construct identities, and communicate

with others. Media producers in the local entertainment industry draw on the same symbolic systems present in American Idol in order to equate the same representations of Western performances among local talents and to generate the same kind of entertainment value and appeal. Most often in view of its entertainment value and appeal—these programs generate large audiences of viewers. The influences of television's entertainment programs are social and cultural in nature. Layers of personal, social and cultural contexts determine the shape, scope and degree of the contribution that television is likely to make. While a viewer's gender, age or class can make a difference in perspective, television viewing itself can make a similar and interacting difference. Viewing can help define what it means, for example, to be an adolescent female member of a specific social class (Mark 2003).

Watching a film containing violent behavior, such as a fistfight, might arouse a set of responses that are associated in the viewer's mind with fighting. If the viewing is followed fairly quickly by a real event that is also associated with the same set of responses as those associated with fighting, the content can "prime" that second set of responses so that it may become more likely that the viewer will respond with a behavior associated with the fistfight. (Berkowitz & Geen 1966; Berkowitz & Rawlings 1963).

Findings from research done in Pakistan on children's exposure to television violence claim the ranging from aggressive play to aggressive and violent interpersonal behavior, which is clearly linked to viewing violence. These findings show the children's inability to distinguish fantasy from reality as can be seen in their serious imitations of even fantasy cartoon depictions. The findings were justified on the basis of children's inability to distinguish between justified and unjustified violence. (Cynthia 2003)

Most television channels (government and non-government-owned) give more broadcasting time to

entertainment. The topics of television programs on entertainment cover talent shows, talent quests, popular drama series, music, travel programs and reality shows. The broadcasts feature a combination of live and taped content in an effort to demonstrate that the station is capable of producing high quality narrative programming with excellent production values, as well as an adequate control of all the variables needed to produce a live show or news feed (Maxwell 1994).

Most often – in view of its entertainment value and appeal – these programs generate large audiences of viewers. The influences of television’s entertainment programs are social and cultural in nature. Layers of personal, social and cultural contexts determine the shape, scope and degree of the contribution that television is likely to make. While a viewer’s gender, age or class can make a difference in perspective, television viewing itself can make a similar and interacting difference. Viewing can help define what it means, for example, to be an adolescent female member of a specific social class (Mark Hobart 2008).

Another significant negative effect of the media influence is the creation of an unhealthy habit of consumerism for high-end products or overt connections to extravagant materialistic consumptions. Viewers tend to visualize another life style that encompasses the important aspects of luxury, comfort and superiority. This new life style phenomenon, which focuses on the enjoyment of life, is simply another form of hedonism; a lifestyle where – the sole aim of life becomes living and behaving in ways that bring pleasure. The belief holds that we can pursue only pleasure, that is, pleasure is what we ought to pursue (Mark 2003).

The growth of television as a popular medium of mass entertainment and information saw similar concerns about potential harms, especially in connection with young audiences. Violence on television may have behavioral and emotional effects. Behavioral effects may lead to aggression and the

encouragement of people to take steps to protect themselves, while emotional effects produce shock, disgust or excitement. (Gunter 2001)

## Material and Methods

This research study was conducted to investigate the impact of electronic media on urban females in District Kohat at KDA (Kohat Development Authority). The main reason for selecting “KDA” is the availability of a large number of females who are television viewers above the moderate level. The total of 60 respondents, from different sectors in the areas, were interviewed. Purposive sampling technique was taken into account; the main reason for selecting purposive sampling method is that the area is culturally sensitive in the matter of male interaction with females, therefore the females who were interviewed were easily accessible to the researchers. For data collection, interview schedule (verbal interview based on questionnaire) was selected as a tool because some of the respondents were illiterate and were unable to read and answer the questions.

## Results and Discussion

S.no	Specification	Frequencies	Percent
<b>1. Specification of Electronic Media</b>			
Local TV Channel	10	16.7	
Cable TV	41	68.3	
Dish TV	9	15.0	
<b>Total</b>	<b>60</b>	<b>100%</b>	
<b>2. Liked programs:</b>			
Drama / Films	38	63.3	
News	1	1.7	
Fashion	15	25.0	
Religious	2	3.3	
Health	2	3.3	
Documentaries	1	1.7	
Musical	1	1.7	



<b>Total</b>	<b>60</b>	<b>100%</b>
<b>3. Programs mostly disliked</b>		
Tragic	17	28.3
Comic	10	16.7
Sport	21	35.0
Educational	2	3.3
Music	10	16.7
<b>Total</b>	<b>60</b>	<b>100%</b>
<b>4. More watched programs</b>		
PTV	3	5.0
Geo	16	26.7
ARY	5	8.3
Hum	24	40.0
AVT Khyber	2	3.3
Star plus	9	15.0
Express	1	1.7
<b>Total</b>	<b>60</b>	<b>100%</b>

**Table. 1**

The above table shows that 10/60 (16.7%) respondents have access to local TV channels. 41/60 (68.3%) respondents have access to Cable TV, and 9/60 (15%) respondents have access to Dish TV. The majority of the respondents, i.e. 41 (68.3%), like to watch Cable T.V.

The above table shows that 38/60 (63.3%) respondents like drama channels, 1/60 (1.7%), 15/60 (25%), 2/60 (3.3%), 2/60 (3.3%), 1/60 (1.7%) and 1/60 (1.7%) respondent like news, fashion, religious, health, documentary and musical channels respectively. The majority of the respondents, i.e. 38/60 (63.3%) respondents, like dramas / films channels.

According to the above table 17/60 (28.3%) respondents dislike tragedy programs and 10/60 (16.7%), 21/60 (35%), 2/60 (3.3%), 10/60 (16.7%) respondents dislike Comic, Sport, Educational, and Music programs, respectively. The majority of the respondents i.e. 21 (35%) respondents mostly dislike Sports programs.

According to the above table 3/60 (5%) respondents mostly watched PTV channel, 16/60 (26.7%), 5/60 (8.3%) , 24/60(40%) , 2/60 (3.3%), 9/60(15%), 1/60(1.7%) respondents

mostly watched Geo, ARY, Hum, Avt Khyber, Star plus and Express channel respectively. The majority of the respondents, i.e. 24 (40%) respondents, mostly watched Hum TV.

S.no	Specification	Frequencies	Percent
<b>1. Adaptation of urban females from electronic media:</b>			
	Yes	46	76.7
	No	14	23.3
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>2. Negative effects of TV on home management:</b>			
	Cleanness	15	25.0
	Cooking	10	16.7
	Children	16	26.7
	Social gathering	19	31.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>3. Role of the TV in globalization?</b>			
	Promoting the global culture	24	40.0
	No impact on native culture	11	18.3
	Helps in development	16	26.7
	Threat to native culture	9	15.0
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>4. Role of electronic media on Cultural values?</b>			
	It preserve the native culture	8	13.3
	It changes existing culture value	14	23.3
	It promotes the westernization	24	40.0
	It helps culture leg	14	23.3
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>5. The dominancy of electronic media on seasonal / marriage events.</b>			
	Yes	38	63.3
	No	22	36.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>6. Effective way to bring social control in the society through electronic Media.</b>			
	Talk show	19	31.7
	Movies	7	11.7
	Dramas	14	23.3
	Documentaries	11	18.3
	Social gathering	9	15.0
	<b>Total</b>	<b>60</b>	<b>100%</b>

**Table .2**

The above table shows that 46/60 (76.7%) respondents mostly adopt fashionable things from electronic media and 14/60 (23.3%) respondents do not adopt fashionable things from electronic media. The majority of the respondents, i.e. 46/60 (76.7%) respondents, mostly adopt fashionable things from electronic media.

The above table shows that 15/60 (25%) respondents say that TV negatively affects on cleanness in home management. 10/60 (16.7%), 16/60 (26.7%), 19/60 (31.7%) respondents say TV negatively affects on Cooking, Children, and Social Gathering in home, respectively. The majority of the respondents, i.e. 19/60 (31.7%) respondents, say that TV negatively affects on social gathering in home management.

The above table shows that 24/60 (40%) respondents say that the role of TV in globalization is that it promotes the global culture; 11/60 (18.3%), 16/60 (26.7%) and 9/60 (15%) respondents declare that the role of TV in globalization is that it has no impact on native culture, does not help in development and is a threat to native culture respectively. The majority of the respondents, i.e. 24/60 (40%) respondents, say that TV promotes the global culture.

The above table shows that 8/60 (13.3%) respondents declare that electronic media preserves the native culture, 14/60 (23.3%) say it is changing existing culture values, 24/60 (40%) say it promotes the westernization and 14/60 (23.3%) declare that it helps culture leg.

The majority of the respondents, i.e. 24/60 (40%) respondents, say that TV promotes the global culture. The above table shows that 38/60 (63.3%) respondents believe that electronic media dominates the seasonal / marriage events and 22/60 (36.7%) respondents believe that electronic media doesn't dominate the seasonal / marriage events.

The majority of the respondents, i.e. 38/60 (63.3%) respondents, say that electronic media dominates the seasonal / marriage events. The above table shows that 19/60 (31.7%)

respondents declare that talk shows are an effective way for bringing social control, 7/60 (11.7%) through movies, 14/60 (23.3%) through dramas, 11/60 (18.3%) through documentaries and 9/60 (15%) respondents declare that social gathering is an effective way of bringing social control in the society. The majority of the respondents, i.e. 19/60 (31.7%) respondents, believe that talk shows are an effective way for bringing social control.

S.no	Specification	Frequencies	Percent
<b>1. Impact of Indian and western dramas/film on Pakistani Society</b>			
	Positive impact	8	13.3
	Negative impact	52	86.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>2. Role of News channel?</b>			
	They spread news impartially	13	21.7
	They works for own interest	19	31.7
	They promotes sensationalism	12	20.0
	They just in competition with one another	16	26.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>3. Watching religious programs</b>			
	Yes	50	83.3
	No	10	16.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>4. Role of electronic media about Islam?</b>			
	Impartial	8	13.3
	Promoting sectorism	21	35.0
	Show real picture of the situation	30	50.0
	No response	1	1.7
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>5. Interest OF watching advertisement on TV?</b>			
	Quite interestingly	15	25.0
	Interestingly	25	41.7
	To some extent	14	23.3
	No view	6	10.0
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>6. Giving most of time to TV programs have suffered the people?</b>			
	Yes	38	63.3

No	22	36.7
<b>Total</b>	<b>60</b>	<b>100%</b>

**Table .3**

The above table shows that 8/60 (13.3%) respondents believe that Indian and Western dramas have a positive impact on Pakistani society and 52/60 (86.7%) believe that it has a negative impact on the Pakistani society. The majority of the respondents, i.e. 52/60 (86.7%) respondents, believe that Indian and Western dramas have a negative impact on Pakistani society.

According to the above table, 13/60 (21.7%) respondents, believe that the News Channel spreads news impartially. 19/60 (31.7%) believe that they work for own interest, 12/60 (20%) believe they promotes sensationalism and 16/60 (26.7%) respondents believe that they are just in competition with one another. The majority of the respondents, i.e. 19/60 (31.7%) respondents, believe that the news channel works for its own interest.

The above table shows that 50/60 (83.3%) respondents watch religious programs and 10/60 (16.7%) respondents do not watch religious programmers. The majority of the respondents, i.e. 50/60 (83.3%) respondents, watch religious programs.

The above table shows that 8/60 (13.3%) respondents believe that the role of electronic media about the Islam is impartial, 21/60 (35%) believe promoting sectarianism, 30/60 (50%) believe that it shows the real picture of the situation and only 1/60 (1.7%) respondents believe that electronic media plays no role in this regard. The majority of the respondents, i.e. 30/60 (50%) respondents, believe that electronic media shows the real picture of the situation.

The above table shows that 15/60 (25%) respondents watch TV advertisement quite interestingly, 25/60 (41.7%) respondents watch TV advertisement interestingly, 14/60 (23%) respondents watch TV advertisement to some extent and only 6/60 (10%) of the respondents didn't watch TV advertisement.

The majority of the respondents, i.e. 25/60 (41.7%) respondents, were watching TV advertisement interestingly.

The above table shows that 38/60 (63.3%) respondents believe that by giving most of time to TV programs people have to suffer and 22/60 (36.7%) respondents believe that by giving most of time to TV programs the people do not have to suffer. The majority of the respondents, i.e. 38/60 (63.3%) respondents, believe that by giving most of time to TV programs people have to suffer.

S.no	Specification	Yes	No
<b>1. Watching repeated programs</b>			
	Light viewer up to 2 hours	11	7
	Moderate viewer up to 3 hours	11	15
	Heavy viewer up to 4 hours and above	11	5
	<b>Total</b>	<b>33</b>	<b>27</b>
<b>2. Dishes made by females from cooking channels:</b>			
	Masala TV	38	7
	Kanor	2	1
	Star World	3	0
	Geo Masala	2	3
	AVT Khyber	2	0
	PTV	2	0
	<b>Total</b>	<b>49</b>	<b>11</b>
<b>3. Improve knowledge through electronic media:</b>			
	Cooking	7	0
	Fashion	5	0
	Decoration	6	0
	Management	2	0
	Education	16	24
	<b>Total</b>	<b>36</b>	<b>24</b>
<b>4. Influence of electronic media on female education:</b>			
	Motivational	18	0
	Awareness	16	0
	Socialization	6	0
	Style	3	0
	Self-grooming	7	10
	<b>Total</b>	<b>50</b>	<b>10</b>

<b>5. TV change the attitude of female regarding relationship:</b>		
More friendly	20	0
Reserved	27	13
<b>Total</b>	<b>47</b>	<b>13</b>

**Table 4**

According to the table 33/60 respondents watch repeated programs and 27/60 respondents don't watch repeated programs. 18/60 respondents were light viewers, 26/60 and 16/60 respondents were moderate and heavy viewers respectively. The cross analyses show that out of 33, 11 respondents were light viewers, 11 were moderate and 11 – heavy ones. Among 27 respondents which didn't watch repeated programs, 7 were light viewers, 15 were moderate and 5 heavy viewers. The majority of the respondents, i.e. 33 respondents, watch repeated programs.

The above table shows that 45/60 respondent watch Masala TV for cooking, 3/60, 3/60, 2/60, and 2/60 respondents are watching Kanor, Star World, Geo, AVT Khyber and PTV respectively. 49/60 respondents try to make dishes at home. 11/60 respondent didn't try to make dishes at home. The cross analyses show that among 49 respondents of Masala TV, many try to make dishes at home, in which 38 belong to Masala TV, 2, 3, 2, 2, and 2 belong to Kanor, Star World, Geo, AVT Khyber and PTV respectively.

The cross analyses show that there are 45 respondents of Masala TV, in which 38 respondents try to make dishes and 7 respondents don't try to make dishes at home. The majority of the respondents, i.e. 49 respondents, try dishes at home. The majority of the respondents, i.e. 45 respondents, were watching Masala TV.

The above table so that 36/60 respondents say that TV programs improve our learning/ knowledge and 24/60 respondent do not believe so. The cross analyses show that out of 36/60 say yes, in which 7 improve their learning in cooking 5/36, 6/36, 2/36, and 16/36 improve their learning in fashion, decoration, management and education respectively. The majority of the respondents, i.e. 36/60 (%) respondents say that TV programs improve their learning.

According to the table 50/60 respondent say that TV programs play a vital role in changing the female behavior toward education and 10/60 responded that they didn't think like that. The cross analysis shows that among 50 say yes, in which 18 say yes to

changing the female behavior towards education in motivation 16, 6, 3 and 7 respondent say changing female behavior towards education in awareness, socialization, style and self-groom respectively. The majority of the respondents, i.e. 50/60 respondents, say that TV programs play a vital role in changing the female behavior towards education. The majority of the respondents, i.e. 18/50 (%) respondents, say that there is a changing of the female behavior towards education in motivation.

The above table shows that 47/60 respondents say TV changes the attitude of people regarding relationship with people and 13/60 did not believe such. The cross analyses show that 47 respondents say yes, in which 20 respondents declare that their attitude with people is friendlier and 27 respondents declare that their attitude with people is reserved. The majority of the respondents, i.e. 47/60 respondents, say that TV changes the attitude of people regarding their relationship with people. The majority of the respondents, i.e. 27/47 (%) respondents, declare their attitude with people is reserved.

S.no	Specification	Yes	No
<b>1. Moving away from our local culture due to modern programs:</b>			
	Language	8	0
	Dress	19	0
	Food	12	0
	Fashion	4	0
	Religion	6	0
	Nil	0	11
	<b>Total</b>	<b>49</b>	<b>11</b>
<b>2. Impact of TV on family system:</b>			
	Promotes nuclear family	11	0
	Promote joint family	2	0
	Promote extended family	5	0
	Matrichy / Patriarchy family	6	0
	Broken family	5	0
	Working family	10	21
	<b>Total</b>	<b>39</b>	<b>21</b>
<b>3. TV programs affect your way of living</b>			
	Behavior1	3	0
	Material	18	0
	Social status	6	23



<b>Total</b>	<b>37</b>	<b>23</b>
<b>4. Negative effect of TV programs towards elders</b>		
No respect for elders	11	0
Making fun of them	4	0
Avoiding them	12	33
<b>Total</b>	<b>27</b>	<b>33</b>

**Table .5**

According to the above table, 49/60 respondents declare that we are moving away from our local culture due to modern programs. 11/60 respondents do not declare that we are moving from our local culture due to modern programs. The cross analyses show that among 49/60 respondents that say yes to it, 8/49 regard language, 19, 12, 4 and 6, regard dress, food, fashion and religion respectively. The majority of the respondents, i.e. 49/60 respondents, say that we are moving away from our local culture due to modern programs. The majority of the respondents, i.e. 27/47 (%) respondents, declare their attitude with people is reserved.

According to the above table 39/60 respondents says that TV has an impact on our family system, in which 11/60 respondents promotes nuclear family, 2/60, 5/60, 6/60, 10/60 respondents promote joint family, promote extended family, matriarchal / patriarchal family, broken family and working family respectively. 21/60 respondents say that they have no impact on our family system. The majority of the respondents, i.e. 39/60 respondents, say that TV has an impact on our family system.

According to the above table, 37/60 respondents say TV programs affect our way of living and 23/60 respondents say TV programs don't affect our way of living. The cross analysis shows that 37/60 respondents say yes, in which 13/60 respondents say TV programs affect on behavior, 18/60 respondents say TV programs affect on material things and 6/60 respondents say TV programs affect our social status in society.

The majority of the respondents i.e. 37/60 respondents, say that TV programs affect our way of living.

The above table shows that 27/60 respondents say that by watching TV programs, this affects respect towards our elders. 33/60 respondents say that by watching TV programs, this does not affect respect towards our elders. The cross analysis shows that 27/60

respondents say yes, in which 11/27 respondents say no as the respect for elders is concerned, 4/27 respondents say it triggers making fun of them and 12/27 respondents say we start avoiding them. The majority of the respondents, i.e. 27/60 (45%) respondents, say that by watching TV programs, this affects the respect towards our elders.

## Conclusions

This research study concluded that Media, especially TV, plays an important role in our daily life; it has some positive as well as negative impact. In Pakistan, both the educated and uneducated people are influenced by Media (TV), Media playing an important role in learning knowledge and new ways of living. The majority of people are moderate viewers and mostly watch TV during evening time. Drama and film channels are more liked by urban females as compared to sports channels. Cooking channels are popular among urban females. New dishes are tried by the females at their homes. Health care programmes have a positive impact. Electronic media promotes the freedom of women. Media promotes the global culture. Media has a negative impact on our lives, as well as the Indian and Western dramas having a negative impact on the Pakistani society. News channels are revealed to be working for their own interest and thus diverting people's mind.

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