

## **Exposure to foreign media and changing in cultural traits- A Study Conducted In District Sargodha and Multan**

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**Abstract:** In every society it is the natural phenomenon that the true representative of its culture is said to be always the educated class and youth which firstly brings any change and then pervades it in to the society. Different channels are driving away our cultural boundaries, shaping the perceptions and dreams of ordinary citizens, affecting our language, influencing traditional values and ways of thinking for a long time. This study presents the sociological analysis of the cultural imperialism of international media on Pakistani youth. The main objectives were to examine the people perception about International media that to what extent they are changing our cultural patterns and to find out the role of Media in shaping their social behavior. Besides this, the researcher examined the respondents' views about media influence on our identity. A sample of 150 students was selected from different departments of University of Sargodha and Bahauddin Zakariya University Multan. Multistage sampling technique were used for the selection of respondents for the study, in the first stage, simple random sampling technique was used to select five departments from each university and in the second stage researcher has selected 15 students from each department through convenient sampling technique. A structured questionnaire was used as a tool for data collection procedure for evaluating the responses among dependent and independent variables. The results indicate that International media strongly influence youngsters in negative direction. The researcher also found that international channels has vital role in replacing Pakistani culture with foreign cultures and changing life style, language and other aspects of Pakistani people. The results of the study showed that youngsters frequently watched international channels and frequent exposure to these channels plays a significant role in shaping their life style and identity. The results shows that media has a direct impact on cultures by mesmerizing viewers with entertainment cultural products, fast music, popularizing different fashions, lifestyles, language and cultures. Media channels are assumed to erase difference among human societies and create a universal culture in which particular characteristics of national and local cultures are no longer relevant. Media is seen as a modern form of imperialism and destroying individual cultures & diversity.

**Keywords:** International media, Cultural Imperialism, Culture Patterns, Identity, Life style, Youth.

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### **INTRODUCTION**

Culture contains knowledge, belief, art, law, customs, skills and ways learned by person as a member of society and every society has diverse civilization [1]. Culture rules almost every aspect of our life such as music, literature, visual arts, architecture or language and life style. Actually, the things shaped by a culture which we recognize with our five senses are simply demonstrate the deeper meaning of culture- what we do, think and feel. Culture is taught, learned and shared with every member of society [2]. There are two types of culture. First is material culture and second non-material. Material culture includes tangible things that have been shaped to some extent by man such things

often called "artifacts" or culture objects for instance outfits, domestic substances, armaments etc. Non material culture on the other hand, includes intangible features of culture such as religious beliefs, values, views, morals etc. [3].

Every society has its own a particular culture and a culture is an identity of any individual and nation. The Muslims were highly affected by the Hindu's culture because of living with them together for a longer period in Sub-Continent. In this way, now we are facing cultural conflict and identity crisis at a large scale [4]. Pakistan is a Muslim country and Pakistani culture is the unique form of belief, philosophies,

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standards highly influenced by religion of Islam. Islam in Pakistan sets the code of ethics for the cultural life for the people of Pakistan but People adapt western and Indian culture due to acculturation, modernization and westernization. Pakistan has an impact of Indian dressing style as well. Now, people like to wear Sarhi, Patiala Shalwar, Chori Pajama, sleeveless dressing, short shirts and less use of veil etc. [5].

The effects of Indian culture are fairly visible on our marriage ceremonies and festivals. Dowry system and heavy expenses on the marriage of girls are done which are inherited from Hindu society because in Hindu society there is no share of women in the inheritance of their parents the same attribute of parents in giving this share to their daughters after their marriage is visible in Pakistan, reflecting the adaptation of Indian cultural values to this Pakistani culture. Whenever mobile phones in Pakistan ring, 70 million people's ring-tone is usually the title song of several Indian movies. One side effect of this interaction is that national language of Pakistan; Urdu can be once again merged partially with Hindi [6]. Traditionally it's said that basantis celebrated to bid farewell to winter season and to announce the arrival of spring season. Basant is not the part of Pakistani culture and we have to face a great loss of people and finance due to tragic phenomenon of kite flying [7]. In spite of this high contradiction regarding celebrating Basant the people find ways and means to celebrate basant.

Television as an electronic medium has transformed the mass media and its main traditional functions of information, education and entertainment. It became profitable and there is no doubt that the number of television stations has greatly increased so also the number of televisions available in homes. The medium has been of remarkable effect whether positive or negative as it has changed the way we socialize with our friends and teachers method of teaching. It has changed the way we organize the furniture in our homes and our world view about our immediate environment [8].

There is no doubt that the impact of the media on young people's lives is broadly considered within what is referred to as "media effects" debate which to a great extent focuses on the potentially negative impact of the media on young people's lives: video violence, gambling, educational performance, mass consumerism etc [9]. Many of our advertisements, television programmes, films, media channels and even websites have adopted Indian and western styles and themes. Due to the effects of media, Pakistani youth today do not feel shyness and shame in bringing explicit magazines and movies to their home and often also watch below morality programmes in front of their parents [10].

One of the most significant features of teenage is the development of an identity. As children form their behavior and morals, they may look to heroes and role models for guidance. They may recognize the role models they may wish to imitate based on their certain skills or traits [11]. There is no denying fact that television operators can play a vital role in the development of national character and identity. Monetary benefits aside, cable operators have involved themselves in promoting and spoiling of our social values and customs [12].

## REVIEW OF LITERATURE

Ambreen in her study "Media imperialism And its effects on the culture of Pakistan" she argued that every country has his own culture, life style and values and when import programs telecasted always youth is greatly affected by their culture because youth have great interest in new things and take interest to watching other countries culture, sometime other culture put negative effect and sometime positive effect on youth [13].

Asim analyzed the role of Pakistani media and Hindu culture, Indian media is getting popularity in Pakistani society [14]. Pakistani media is playing a key role to promoting Indian culture Indian culture is being influence the life style of people, their norms and values and media mainly electronic media is an influential tool for bringing visible changes in the views, outlook, attitude and interest of Pakistani people.

Waheed did research on Cultural Transformation through Satellite Cable TV in Pakistan. He stated that satellite creates a revelation in the whole world [15]. In Pakistani society every aspect of life is influenced by it such as life style, manner, Language and children are affected by the media, children studies is also neglecting by watching television programs. Television viewers want to get knowledge from television programs but also need to be entertained from these programs.

Khan concluded that Pakistani culture is very rich in values. These values comprise of social, ethical and religious ideologies [16]. Thus Pakistani culture is multidimensional regarding its ethical, moral, religious and traditional integration. On the other hand the dominated values in Pakistan include the family integration, language promotion and dressing styles. But with the advent of change agents and media these values are changing rapidly.

Muhammad Qamar conducted study about "The impacts assessment of Indian culture on Pakistani society" [17]. The objectives of the study were to assess the impacts of Indian culture on Pakistani tangible and intangible culture and also to identify the role of mass media in promoting Indian culture in Pakistani society.

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Such as our language, dressing, life style, performing and visual art, values and norms are highly influenced by Indian culture. Mass media particularly TV channels was found a key factor to spread Indian culture in Pakistani society.

Rehman Ullah cited that today Pakistan is suffering from identity crisis [18]. One of the reasons of this conflict is that the Pakistani society possesses imported cultures along with its own; varying with the various areas. The several cultures tend to conflict with one another. This crisis is visible in activities of Pakistani youth. This culture conflict, which exists in the Pakistani-society, has affected the personal identity of its citizens described in this dissertation as "identity crisis".

Hasan concluded that Pakistani youth is actively engaged with media and information technology despite the digital divide [19]. He opines that one of the most important features of childhood and adolescence is the development of an identity. As children form their behavior and ethics, they might look to stars and role models for guidance. They may identify the role models they may wish to imitate based on certain skills or traits.

Shaikh conducted research on satellite television and social change in Pakistan[20]. This study determined the degree of satellite television, people's access to other medium of mass communication, their favorite channels and their watching time. It also discovered is it bringing changes in house decor, social customs, celebration of festivals, music traditions, and approach to education, family system and comprehension of languages other than the mother tongue of Pakistan.

Malik carried out work on "the impact of cable television transmission on the residents of Multan" and concludes it is obvious that the viewers who spend time watching cable television transmission, their routine and activities are affected [21]. Inter individual communication has decreased. Results of the survey showed that dominant culture traditions of foreign culture, particularly Indian culture, are getting popularity due to cable television shows. Moreover, this broadcasting is encouraging the modern way of life in Pakistan.

Shahbaz emphasizes on the influence or impact of daily night transmission of Star Plus on social and cultural values and norms of Pakistani youth[22]. They are affecting the language, fashion food and architect, social behavior and daily life style of Pakistani society. These plays have enlarged the generation gap. Star plus is actually inter-mingling the eastern and western culture resulting in the formation of

an 'International Culture' and promoting more liberalism and modernism in Pakistani society.

Fatima concluded that star plus is gaining popularity over Ptv and other channels among Pakistani people and our social values are changing slowly and steadily[23]. She said that her research proved that it might be difficult to invade a new concept or diffuse new traditions in a society but a systemic and regular propaganda can bring change in thoughts and beliefs of the public and stated that the more television watched the more you are likely to obtain distorted views of life.

John explained that media plays a vital role in the socialization process of youngsters[24]. As a form of introduction, socialization in very broad terms involves the learning of laws, customs, ethics, norms, beliefs, attitudes and world view of the society, the family, within institutions, the community and in any social system. He further argued that they were upset because media entertainment attracted people away from the actual forms of norms and values of society and spreading Indian culture.

According to Kenneth Newton media is deeply embedded in and part of society[25]. They are subject to its influences much like other institutions: journalists and editors do not arrive on earth from Mars or Venus; they are social products like the rest of us. It difficult to sort out the great entanglement of cause and effect relationships running between the media and society, but suggests caution in making statements about how the media affect society. Media has great influence in shaping the behavior of youngsters.

Saima Zareen stated that Pakistani youth like Indians programs due to presence of celebrities in programs, nice music ,presenting local talent is better than Pakistani programs besides this they realize these programs are affecting Pakistani youth ,their culture, values ,daily routine ,religion, and children, Indian culture is gradually penetrate in Pakistani society [26]. They think PEMRA should put restriction on these programs, as this can counteract the flow of Indian programs on Pakistani channel.

Zia Anjum argued that television channels are ruining tradition, spreading vulgarity and wasting precious time of Pakistani youth while the main function of providing constructive entertainment is altogether missing[27]. He concludes that "there are very confusing prospects in the society about TV channels." But till 2003, no efforts had been made to carry out any of the above-mentioned functions. Pakistan Telecommunication Authority did not have proper system to perform activities of regularizing the rules and hence police force had to be involved.

## METHODOLOGY

The researcher used quantitative research design for the present study. Data was collected from students of Bahauddin Zakariya University, Multan and University Of Sargodha, Pakistan. The major reason for selecting young and educated population was that they are more frequent to bring about changes into their behavior and life styles due to influence of International Media. A sample of 150 respondents was taken through multistage sampling technique. Multistage sampling technique was used for the selecting of the respondent for the study, in the first stage; the researcher selected 5 departments (Mass Communication, English, Education, Sociology and Economics) from Bahauddin Zakariya University and 5 departments (Information Technology, English, Business Administration, Sociology and Education) from University of Sargodha through simple random sampling technique. In the second stage; using convenient sampling technique the researcher has selected 15 students from each department. After drawing the sample the data was collected from the respondents through self-administrated questionnaire. Questionnaire was based

on information drawn from review of literature and knowledge of the indicators. The questionnaire was divided into 2 sections: the first section was based on demographic characteristics of respondents such as: age, gender, etc. Second section was based on different variables and indicators of study.<sup>65</sup> Closed ended questions were used in the questionnaire and the Likert Scale was mostly used in the form of closed ended questions. Data thus collected was analyzed using SPSS version 17. The researcher divided the detailed information into number of categories that enabled simple description of the data for various statistical purposes. Chi-square and Gamma test were applied to measure the extent of association and direction between independent and dependent variables. Chi-square test was applied to match up observed data. In order to evaluate the significance associated between attribute, the calculated value of chi square were compared with corresponding table. 0.05 level of significance. The results are considered significant if the calculated value of chi square is greater than tabulated value otherwise regarded as non-significant value.

## Data Interpretation

**Table-1: Percentage distribution of respondents regarding Indian/western culture is affecting the life style of Pakistani people**

Categories	Frequency	Percentage
Strongly Agree	50	33.3
Agree	64	42.7
Neither Agree Nor Disagree	12	8.0
Disagree	13	8.7
Strongly Disagree	11	7.3
Total	150	100.0

Mean\* =2.14

S.D. =1.187

Data revealed that 33.3% respondents were strongly agreed and 42.7% respondents were agreed that Indian/western culture is affecting the life style of Pakistani people while only 8.7% respondents disagreed, 7.3% strongly disagreed and 8.0% gave response that they are neither agreed nor disagreed.

Waheed (2008) also confirmed present data in his study that in Pakistani society every aspect of life is influenced such as life style, manner, language promotion and dressing styles and values are affected by international media.

**Table-2: Percentage distribution of respondents regarding media is playing vital role in promoting Indian/western culture in Pakistan**

Categories	Frequency	Percentage
Strongly Agree	39	26.0
Agree	84	56.0
Neither Agree Nor Disagree	8	5.3
Disagree	8	5.3
Strongly Disagree	11	7.3
Total	150	100.0

Mean\* =2.12

S.D. =1.086

Data revealed that 26.0% respondents were strongly agreed and 56.0% agreed that media is playing vital role in promoting Indian/western culture in Pakistan while only 5.3% were disagreed, 7.3% strongly disagreed and 5.3% were neutral.

Muhammad Qamar conducted study about “The impacts assessment of Indian culture on Pakistani

society” and also confirmed present data in his study about the impacts of Indian culture on Pakistani tangible and intangible culture and also to identify the role of mass media in promoting Indian culture in Pakistani society[17]. Such as our language, dressing, life style, performing and visual art, values and norms are highly influenced by Indian culture.

**Table-3: Percentage distribution of respondents regarding Identity Crisis is clearly visible in the actions of Pakistani youth**

Categories	Frequency	Percentage
Strongly Agree	49	32.7
Agree	61	40.7
Neither Agree Nor Disagree	22	14.7
Disagree	12	8.0
Strongly Disagree	6	4.0
Total	150	100.0

Mean\* =2.10

S.D. =1.073

Data revealed that 32.7% respondents were strongly agreed and 40.7% respondents agreed that Identity Crisis is clearly visible in the actions of Pakistani youth while only 8.0% were disagreed 4.0% strongly disagreed and 14.7% respondents were neither agreed nor disagreed.

Hasan also confirmed present data in his study that Pakistani youth is actively engaged with media and he opines that one of the most important features of teenage is the development of an identity [19]. They

may identify the role models at media they may wish to imitate based on certain skills or traits which leads to identity crises.

#### Testing Of Hypothesis

##### Hypothesis 1:

H0; Media plays no role in changing life style of youngsters

H1; Media plays a significant role in changing life style of youngsters

**Table-4: The cross tabulation between the attitude towards media and changing life style**

Attitude towards media	Changing life style			Total
	Low	Medium	High	
Low	11	8	5	24
	45.8%	33.33%	20.8%	100.0%
Medium	5	32	31	68
	7.4%	47.1%	45.6%	100.0%
High	5	15	38	58
	8.6%	25.9%	65.5%	100.0%
Total	21	65	74	150
	14%	43.3%	49.3%	100.0%

Chi-square = 48.50

d.f. = 4

P-value = .000\*\*

Gamma = .596

\*\* = Highly significant

Above table presents the association between attitude towards media by the respondents and changing in their life style. Chi-square value (48.50) shows a highly significant (P=.000) association between attitude towards media by the respondents and changing in their life style. Gamma value shows a positive relationship between the variables. It means if the respondents had

more favourable attitude towards media, then they had more change in their life as compared to low attitude towards media.

Thus the hypothesis “Media plays a significant role in changing life style of youngsters” is accepted and the null hypothesis is rejected.

Asim also confirmed present data in his study that Pakistani media is playing a key role in changing the life style of people, their norms and values and media mainly electronic media is an influential tool for bringing visible changes in the views, outlook, attitude and interest of Pakistani people[14].

**Hypothesis 2:** H0; Frequency of exposure to media doesn't play any role in changing our cultural patterns  
H2; Frequency of exposure to media plays a vital role in changing our cultural patterns

**Table-5: The cross tabulation between attitude towards media and changing our cultural pattern**

Time spend with media (hours)	Changing in cultural pattern			Total
	Low	Medium	High	
1-2	12	31	20	63
	19.1%	49.2%	31.7%	100.0%
3-4	5	18	37	60
	8.3%	30.0%	61.7%	100.0%
5-6	5	5	17	27
	18.5%	18.5%	63%	100.0%
Total	20	54	76	150
	13.3%	36.0%	50.7%	100.0%

**Chi-square = 27.94      d.f. = 4      P-value = .000\*\*      Gamma = .384**  
\*\* = Highly significant

Above table shows the association between times spend with media by the respondents and changing in their cultural pattern. Chi-square value (27.94) shows a highly significant (P=.000) association between time spend with media by the respondents and changing in their cultural pattern. Gamma value shows a positive relationship between the variables. It means if the respondents were spending more time with media then they had more changes in their cultural pattern.

Ambreen also confirmed present data in her study that every country has his own culture, life style and values and when import programs telecasted always youth is greatly affected by their culture because youth have great interest in new things and take interest to watching other countries culture, sometime other culture put negative effect and sometime positive effect on youth[13].

Thus the hypothesis "Frequency of exposure to media plays a vital role in changing our cultural patterns" is accepted and the null hypothesis is rejected.

**Hypothesis 3:**  
H0; Media of foreign countries doesn't cause the identity crises among Pakistani youth  
H3; Media of foreign countries strongly cause the identity crises among Pakistani youth

**Table-6: Cross tabulation between attitude towards media and identity crisis among Pakistani youth**

Attitude towards media	Identity crisis among Pakistani youth			Total
	Low	Medium	High	
Low	9	10	5	24
	37.5%	41.7%	20.8%	100.0%
Medium	9	32	27	68
	13.2%	47.1%	39.7%	100.0%
High	5	18	35	58
	8.6%	31.0%	60.3%	100.0%
Total	23	60	67	150
	15.3%	40%	44.7%	100.0%

**Chi-square = 41.55      d.f. = 4      P-value = .000\*\*      Gamma = .658**  
\*\* = Highly significant

Above table depicts the results from cross tabulation of the association between attitude towards media of the respondents and identity crisis among

Pakistani youth. Chi-square value (41.55) shows a highly significant (P=.000) association between attitude towards media of the respondents and identity crisis

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among Pakistani youth. Gamma value shows a positive relationship between the variables. It means youth attitude towards media positively associated with the identity crisis among Pakistani youth.

Thus the hypothesis "Media of foreign countries strongly cause the identity crises among Pakistani youth" is accepted and the null hypothesis is rejected.

Rehman Ullah also confirmed present data in his study that today Pakistan is suffering from identity crisis[18]. One of the reasons of this conflict is that the Pakistani society possesses imported cultures along with its own; varying with the various areas. This culture conflict, which exists in the Pakistani-society, has affected the personal identity of its citizens described in this dissertation as "identity crisis".

### SUMMARY AND CONCLUSION

In this study, Researcher has investigated whether International media has influence on Pakistani youth or not. Analysis and interpretation of data have empirically demonstrated that International media has strongly influence youngsters in negative direction. It is found that these channels has vital role in replacing Pakistani culture with other cultures and changing life style, language and other aspects of Pakistani people. The results of the study showed that youngsters frequently watched international channels and frequent exposure to these channels plays a significant role in shaping their life style and identity.

Moreover, the research concluded that teenagers admitted that the programs shown television portray the modern lifestyle, some of them admitted that it was the ideal lifestyle which they will like to adopt, especially the lifestyle of celebrities shown in these programs and they learnt some social values from international channels such as fashion, communication, life style etc.

Relationship of variables and statistical analysis was done through Statistical Package for Social Sciences (SPSS). Chi square test was applied to test the hypothesis. The hypothesis gave significant results.

### RECOMMENDATIONS

From this study it was observed that International media plays a vital role in changing the cultural patterns and life style of Pakistani youth. However, the influence of these international channels is harmful for youth. The following recommendations should be taken into consideration in order to minimize its negative influence on the youngster of Pakistan.

1. It is suggested that same researches should be conducted on other populations because there are a number of other areas for future research that could

clarify or extend the results of the present study beyond those mentioned in this research.

2. It is advisable that television channels with positive social values should be highlighted while the negative social values should be de-emphasized. It has been noted that in most of the soaps the youngsters watch, it is the negative values that are mostly exposed while the positive values are at the background. At international channels they watch use of alcohol, cigarettes and love affairs in their soaps and programs.
3. It is also recommended that media should not sacrifice morality due to profit making. Due to more profit they are selling serials that are more harmful to the youngsters of Pakistan.
4. The PEMRA has the statutory responsibility of "regulating and controlling the broadcast industry and they should try to promote Pakistani culture, moral and community life through broadcasting and also regulate ethical standards.
5. Musical videos and serials especially with explicit contents have negative impacts on youngsters' pattern of social and sexual behavior so, these channels should be banned.

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