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***Cable Television Drama and Adoption of Urdu
Language in Pakistan:***

A Study of Punjabi Speaking Women in Walled City of Lahore

Abstract:

This research aims to scrutinize the role of Urdu TV dramas on the women, residents of Lahore-Punjab. In order to examine this aspect of television dramas, a qualitative research was undertaken and ten Punjabi speaking women aged between 18-45 years were interviewed via stratified sampling. Those ladies were found the regular Urdu television drama viewers being televised during 2018. Research was conducted to learn the interviewees' leaning toward specific content being presented on the television drama with much respect to Urdu language their time of watching those particular dramas in imbibing Urdu as a tool of communication in the area. It was of great wonder to find them exceedingly influenced by those dramas in adopting Urdu language after watching Urdu television dramas on regular basis. This adoption had a clear reflection in their communication language.

Keywords:

Urdu Language Television Dramas Punjabi Women Lahore

Introduction:

The role of technological development in television drama industry has been a

widely discussed topic among social scientists and researchers. Today the world is getting immense changes under the impact of satellite television. Changes are taking place in every sphere of our social life. These modifications are changing the social belief systems as well as impacting Language. Television has emerged as a major means of learning, delectation for fairly billions of people all over the world. Television and its impacts have got a prompt attention of academic research workers and social scientists that how small screen affects human demeanor, social belief system and orders in society. The television drama and entertainment programs have played a vital role in the development of society and cultural shift. Small screen rendered big changes in human life in multiple ways by furnishing societies with a variety of new experiences and reviving some old ones (Silverstone, 1994).

Urdu Language and Television in Pakistan:

Urdu Language, being the federal language of Pakistan retains the honor as one of favorite languages of the South East Asia. Urdu has been designated as a federal and official language of Pakistan by Mohammad Ali Jinnah in 1948. It is one of the 22 official languages accredited in the Constitution of India, holding official ranking in the six states of Jammu and Kashmir, Telangana, Uttar Pradesh, Bihar, Jharkhand and West Bengal, as well as the national capital zone of Delhi (Faruqi, S.R, 2006.)

The advancements of television in the globe have been extremely surprising. Television has become an invariant feature in the social circle over the period of past few years. In recent years, it seems weird for a family not to own a television set and now it is just as surprising for a household to possess just one TV set. Today television imparted the whole world with the capability to remain acquainted with different cultural places and occasions whether in other town or state. It opened new horizons for quick and economical approach to get new information, while letting the viewer decide what kind of programs and in which amount to watch. Television has profound impacts on the civilization. It has altered the social life styles and has a leading influence on our values. Television does have a direct command over society. It has secured a primal place in family circle. That's why, it is sure to exert a strong effect on the individuals and society as

a whole (Huda, 2005).

Television with Urdu language in Pakistan has been rapidly emerging as a most weighty root of training and mirth. It is very pivotal to note that its effects in various fields are deeply probed this can go a long way in providing course of action for forthcoming programs of television in Pakistan. No other means of communication like print media, motion pictures or radio telecast captured the fancy of the analysts as television has. Moreover television has a great contribution in the lives of residents of Pakistan. The most prominent characteristic of television is its ability to distribute simultaneously into the intimate environment of millions of families and share thoughts blended with powerful production. People receive knowledge and understand the world from direct experience of life which makes people feel that they are directly experiencing the events of different places (Warsi, 2005).

Development of Urdu TV Drama:

The growth of Urdu television serials is one of the attributes of cultural progress that have a certain impact on language and cultural domain of an individual. In the present era of science and technology, television has emerged as an illustrious industry and its reputation is accelerating globally day by day. It's gained commendation on not only regional level but internationally as well. Being widely accepted and recognized, it is globally appreciated by its beholders. Until present, various studies determining the nature of its function have proved it a source of information and amusement. Its ever-changing audio and visual effects mesmerize the onlookers and this quality boosts its power and efficacy. The way it brings changes in shaping the mind and clothing is quite perceptible (Butt, S. A. 2002).

Pakistani serial television dramas refer to telecasted serials being made in Pakistan, with roles played by Pakistani actors and their episodes are aired on Pakistani television channels. The serials use Urdu Language as their medium of communication. Pakistani dramas are noted for being comparatively shorter in length and usually terminate after a period of less than one year. This renders them shorter than soaps, but still much extended than serials. Most Pakistani dramas are based on Urdu novels; however, sometime the story line tends to divert

from the novel's plot so as to become congruous to TV dramas. Dramas have also been utilized repeatedly to communicate socio-cultural messages by integrating them into the script. Traditionally, Pakistani television dramas have been catchier to women rather than the male segment of society; however, the newer action dramas have gradually drawn attention of younger male viewers in recent years. Overall they have aided to appeal a large number of spectators all over the country (Shafiq, N. 1995).

Television and Adoption of Urdu Language:

Today's television has got enormous power and place in society and general attitudes possessed by masses are the reflection of its gigantic worth and energy. The central aim media purports is keeping public cognizant of the occurrences happening around the globe round the clock. It helps in sharing the general and specific opinion with the public. Recognized as a vital source of information and entertainment, its effects are legion in fashioning public ways of thinking, judging and determining ways of living. Every tiding befalling all over the world is timely put on the doorstep. Desire to know everything has made media popular among youth. Being mouthpiece of public it's been split up in Dailies, Frequency Modulation Radios, Internet and TV and brought people closer by discouraging communication gap among them (Sheikh, M.A. 2007).

Since the very inception of time after the emergence of Pakistan Television, its progress was slack but it attained extreme popularity until 1990. A great revolutionary change was brought with the arrival of satellite and cable TV in the middle of 1990. The public television which was showed by American Embassy in Karachi gained a lot of applaud. At first it contained its broadcast in ICT and the Capital of Punjab, Lahore. People of Peshawar and Karachi could also tune it. Being black and white in colors, it was a revitalizing source of entertainment and was bestowed with colors in 1976 and filled the lives with colors. At that time, its reigns were wholly in the hands of Pakistani Government by 1990. Private channels also flourished well namely STN and NTM and were cheerful sources of extravaganza. New ideology and path-breaking ideas were given place and were cordially welcomed by general public. As being its tenor, Pakistan television highlighted social issues as well. The script, story, plot, setting, themes and

characters were vigorous enough to develop comprehension in general masses. In the outset, aesthetic needs were duly fulfilled by strictly observing the aesthetic yardsticks while dispensing the single conception to understand (Qurat-ul-Ain, 1998).

Media specially television provides information and highly inspires the masses to more advanced level of thinking. It has emerged as a great influential weapon having strong penetrating effect while designing the viewpoints in its own way. Regular television spectator female section hailing from India and Bangladesh has extensively responded to the family planning message proselytized by media (Olenick, 2000).

Women emancipation movements coupled with the idea of women's autonomy brought a boom in the divorce and separation rates among the Brazilian women as the rate of decline in the performance of societal roles was reduced to a great extent by the females who were the regular TV watchers watching more TV marred their relations with neighbors, mitigated their interest in school committees and level of trust. It can aptly be quoted here that if it is let play its role unchecked it goes on high to replace social and moral roles and responsibilities with it. Researches have been conducted to examine the impacts of media on the personality and attitudes of the viewers (Fatima, N. 2000).

From the previous works done for the purpose highlighted above, ostensibly Television dents on the smooth functioning of society though it is in healthy or unhealthy way. But the study under examination intends to look for the influences of television drama in inculcating Urdu language in the females of walled city of Lahore, Punjab. Pakistani television dramas have been chosen for the sake of probing into the phenomenon if language being used in television dramas is having any impressing on the developing society with Punjabi as its mother tongue. It has been established through various studies that television dramas highly influence the language adoption by merely watching interactional television and this study is going to elaborate how the script being used in television dramas affects the most underdeveloped areas of Pakistan and adopts the Urdu language while having Punjabi as their mother tongue. The walled city of Lahore quandaries have been found as the main hurdle of conventional attitudes for culture

particularly language to be used.

Urdu Drama on Cable TV and Women:

In previous couple of decades, the swift progress in communicating technology has brought a great change in world regarding the advancement in the cable television. Currently cable television has become one of the most dominating sources of mass communication. Cable box has become vital element of our lives. In growing nations, television has been found assistive in bringing awareness for their responsibilities and perquisites. Cable Television as a mode of mass communication had subsisted in the highly-developed and even some developing countries much before it was launched into Pakistan in 1964. Television telecasting is the first key factor of mass media in various countries (Johnson, 2000).

Out of the major sources of communication, satellite television has been ratified as well acclaimed means of communicating ideas and preconceptions. Coupled with this robust admiration, it has also been deemed as the evil of the day. Such claims are also sailing through the media that television has refined the world. Being a prevalent source of amusement this channel extensively offers different kinds of programs namely music, dramas and games etc. Dramas are a significant way of throwing away tedium and cheerlessness. They also with the aid of special themes and charming characters help relieve the strains of life. Cable television dramas have a dual impact; they inform the audience while affecting them simultaneously (Ali, D. 2001).

The special liking possessed by the women for the new language is also important to take under keen consideration. Drama experience has been up to and ability dated with a new fashion delivered by Pakistan Television. As it still needs to be fortified with facts and figures, it is maintained that watching TV puts some incontestable influences on the society. Dramas equip us with the latest trends, dogmas and more advanced routes to go on. Dramas strive to shape the trends in general and establish the lives and thoughts of the people belonging to rural areas in particular where they are the chief source of amusement. Dramas give a hard blow to the pre-set norms and behaviors and align them in more advanced order measuring them on the yardstick on morality and social practices. Dramas present desirable content satisfying the social, political and ethnical needs of the

public. So, they keep the masses under their strong influence (Gupta, N. 1998). Female segment of the society tends more toward watching cable television drama and these dramas provide them with amusement and revitalization. So, to conduct this research the women watching cable television regularly for consecutive 10 to 15 years have been chosen for this research as well as cable television dramas most cherished by them are included in the research.

Aims of the Study:

- 1) To dig into phenomenon whether cable TV dramas exert any impact on the language absorption habits of women.
- 2) To find if cable television dramas have any influence in establishing Urdu as a communicating tool among the Punjabi speaking women.
- 3) To investigate if cable TV dramas are belittling the worth of their mother tongue and making Urdu their sought after language among the females in walled city of Lahore.

Literature Review:

We get a number of mediated messages daily in the world where we live and we find media has much active tools in our social and cultural fabric. The question of mass media impacts has generated a core communal application in today's social framework and these influences are a fundamental and essential research area for social scientist. A necessary awareness of impacts of media is an important rule for succeeding in the time of enlightenment (Seiter, 1999).

Shamsher and Abdullah's (2012) work shows that considering the last 8 to 10 years, there is a definite change in our communal culture and this transition is continue to endure up to the present day. However such type of changing is not because of the impacts of satellite TV, this is playing big part as greatest revealing towards the foreign civilization; all this is owing to this mass media. This culture has huge marketing intervention. In the current situation merchandising endeavors like designing services, suitable placement, pricing system and development tactics must be watchful while keeping the present cultural modifications in view.

This phenomenon exhibits the strong connection between television and female tendency toward language, foods and fashion trends. Currently, the adverts

are being made keeping public interests along with the distinction between urban and rural women in view. Today rural females are left unheeded while addressing urban women in particular in ads and this shabby treatment is being meted out to the rural female section in India(Butcher. M, 2003).

Rural women have expressed much concern about what is shown on Television. The areas having TV mostly watched there have given a great bent in conventional vogue it could immensely be observed in Bengali society where cable TV is widely viewed. Regular TV viewers also produce some accommodation for imbibing new attitudes, learning of education and social consciousness than those with no such recreational activity(Shahbaz, Z. 2004).

Zia (2007) undertook a study that manifests the responder's level of watching, choosing television channels and programs, preferable viewing time and restrictions of viewing. She also summed up that number of responders had cable link for the last two years and there is no link among demographic characteristics and usage scheme. Yet, the respondents censured that males had more privilege to watch cable TV than females.

Considerable ameliorations tend to a cause in viewers for making the commendable set of behavior. In this way the television has become a source of bringing behaviors of the surrounding culture. It helps adopt such ideology and images to generate social fitting attitudes. Keeping the amount of material poured onto by plenty women of cable channels and the rare programs on Television in contrast, it can competently be quoted here cable channels have greatly influenced the urban women to whom they are in easy approach (Shitak, R.S. 2011).

Affecting social thinking, the television dramas have brought open-mindedness among women. Current media programs have administered great upheavals in society. It's dispensation of literary thoughts has brought about awareness of learning among the masses. Along with it, media asserts itself by bringing changes in society. It governs society and its educational aspect cannot be denied(Shahbaz, Z. 2004).

Ali, (2000) has also made the mention of the modifications in society affecting every segment of it like socio-cultural norms our eating and clothing styles, modes of living, house building and everything at the rudimentary level.

Television being easy available in the hands of middle class of rural areas, it has impressed their mental make-up as well while affecting the structural entity and molding into a new one. In India, as asserted by (Johnson, 2000) television has actuated marvelous changes in public political thoughts, attitudes to take economic decisions and establish public relations.

As evident from their role, Pakistan television have been found to have vigorous and penetrating impact on society and have done splendid job in edifying social issues related to women but effects seem to produce dissatisfactory impression in teaching the society while the traditional tenor of staging dramas carrying didactic and moralistic themes is seen no more and the versatility has whirled away. They reiterate the same theme and present nothing morally & socially acceptable. Instead of reflecting on the national norms and domestic cultures, our television dramas have greatly succeeded in putting forward the international values (Shami, S.M. 2001).

Saleem, M. (1995) reveals the pessimistic perspective of television dramas presented by the producers. Newly emerging cultural norms and changing designs are imprinting their influence in society and making it more vulnerable to the effects more than ever. Our society and its revitalizing culture are on the verge of chaos and our language and identity seem to be washed away in the media stream. Those trends and fashions compatible with pre-existing styles in Pakistan broadcasted by media need to be propagated as much as possible. These new styles having much compatibility should be warmly welcomed and our society does need it.

On one hand, Globalization of culture being the order of the day has poured the content in the traditional fabric of culture thus disturbing the streamlined advancement of society, cable television dramas have made them more realistic and conscious of their problems and generated in them the rational approach to solve them unfortunately it's been accepted on the wider scale. Women are not interested in gaining information from informative programs but dramas lure them the most. Television dramas are influencing our domestic framework and are involved in producing new styles. The dining hall which ones was the place to discuss social issues now with the inception of media has become the stage to make hot debates on dramas (Raghavan, P. 2008).

This research study is based on the Gratification as well as Social learning theory.

Methodology:

The research methodology adopted to analyze and understand the impacts of cable television dramas on the Punjabispeaking females in Lahore city and their role in changing their perception to accept Urdu as their tool of communication was descriptive technique. Various stages were analyzed how different women in what ways absorbed the new language which was not common earlier. The qualitative design of the research was chosen to examine the social succession of women in adapting Urdu which is uncommon. Ten women were interviewed to get a detailed understanding of the matter under examination. Native women of walled city of Lahore were taken under examination and were probed to get the gist of the phenomenon. They were interrogated to learn the effects of cable television dramas in learning Urdu language. Purposive method made the base of the test and sample was passed through further divisions for thorough understanding.

Demographic Profile:

Simply the women interviewees were asked about the role of the Urdu scripts of cable television dramas and their comprehension of the script and the language. For the sake of convenience, respondents were asked queries in their native Urdu language but some were given the chance to communicate in Punjabi as well. After the interviews, results of the 10 respondents were assembled which are shown below.

Respondent	Age	Marital Status	Viewing Pattern	Viewing Since
Respondent 1	28	Unmarried	4-5 hours	More than 10 Years
Respondent 2	36	Married	4-5 hours	More than 10 Years
Respondent 3	28	Married	4-6 hours	More than 10 Years
Respondent 4	33	Unmarried	3-5 hours	More than 10 Years
Respondent 5	35	Married	2-3 hours	More than 10 Years
Respondent 6	32	Unmarried	5-7 hours	More than 10 Years
Respondent 7	29	Unmarried	5-6 hours	More than 10 Years

Respondent 8	32	Married	3-5 hours	More than 10 Years
Respondent 9	36	Unmarried	5-6 hours	More than 10 Years
Respondent 10	36	Unmarried	5-6 hours	More than 10 Years

Discussion and Analysis:

Tasnim Akhters shared her perspective that:

"Cable TV is available at my home and I have great interest in television Urdu drama serials, though many entertainment channels are available on cable TV but yet I love to watch television dramas. I watch television dramas for almost 4 to 5 hours." (Respondent 1)

Sugra Sadaf also corroborated this response:

"Having Cable television connection at my home with two television sets, I've always preferred to watch Urdu television Drama series. (Respondent 2)

Naseem Shamshad said:

"I'm much interested in watching cable dramas because I've found television dramas simpler and deprived of interesting themes contrary to the glamour and enriched themes of cable dramas. So, all my interest is devoted to watching television dramas". (Respondent 3)

Bushra Nizam replied.

"Cable television dramas represent the life styles of well-educated and elite class residing in metropolitan like Karachi, Lahore and Islamabad. So, while watching these I become desirous to visit these beautifully portrayed sites in dramas. I want to adopt the life styles adopted by those elite people" (Respondent 4).

Shakeela Jabeen said:

"Whenever I am free at home I watch cable television Urdu drama serials with keen interest and sharp observation" (Respondent 5).

Shehnaz Ashar illustrated the connection of story line and Urdu language of cable television dramas.

"After getting free from household affairs, I devote much of my time in morning as well as in the evening to watching cable television dramas. It

does really entertain me a lot. I like the language and the script of the dramas" (Respondent 6).

KalsoomAkhterwas of the view that:

"Though I don't know how to communicate in Urdu still I find charm, beauty and feeling of good in watchingtelevision dramas as I prefer to watchtelevision dramas on priority" (Respondent 7)

Nazeer Begum passed parting remarks against Television Dramas that these dramas were not presenting their own culture. She said:

"Cable television dramas should represent our own culture but television dramas have failed to produce such influence on their cultural values as they are void of our cultural styles and norms" (Respondent 8)

SakeenaParveenopined that

"I love to watch cable television dramas because they reveal to us our traditions and values and we learn many new things out of them" (Respondent 9)

MusarratIqbal revealed her views like this:

"Cable television dramas are a great source of entertainment for us. They tell us about the ever coming trends in our country as well as in the globe" (Respondent 10)

Above responses make evident the sharp turn taken by the general folks toward the Urdu language and cable television dramas.

Influence and Adoption of Urdu language:

SughraSadaf raises her point;

"As I have passed the matric school education so I can speak and understand Urdu to some extent. That's why I find cable television dramas interesting, due to it my Urdu language has been improved and in formal communication I used Urdu language".

SakeenaParveenexpressed her interest in listening and speaking Urdu language as;

"I have been taught up to grade 8th grade so I have some understanding of

Urdu in speaking and writing. After exposure to cable TV drama my Urdu language has been improved now"

MusarratIqbal said;

"I love Urdu but I like Punjabi songs very much but unfortunately Punjabi content in not released widely. So I have to view Urdu contents, that's why my grip over Urdu language has been astonishing and in daily formal communication we have to communicate in Urdu as well"

ShehnazAsharf shared her views about the acceptance of Urdu language as their tool of communication;

"After watching television dramas, sometimes we try to communicate in Urdu and often copy the dialogues and try to depict them in a way they were presented."

BushraNizamsaidthat;

"Our school going children firstly talked to us in Punjabi and we communicated with in the same language as well but by watching Urdu television dramas, they are able to understand and talk in frequent Urdu language."

NaseemShamshad said that;

"Punjabi was a medium of communication in our home. Our children were talkedPunjabilanguage but with the passage of time we have realized the importance of Urdu especially with cable television dramas as a way of communication. Now I am speaking Urdu language with my kids and we want our children to practice and learn it properly."

Conclusions:

The study revealed that, the basic idea in favor of Urdu language learnt by cable television dramas. They were interested in adopting Urdu as a medium of communication in their everyday life. They want their children learn it and speak it. Though their accent is not good but their interest was promising. The women don't want their children speak Punjabi and they want them to speak Urdu language properly. The study showing that the Urdu scripts of television dramas

have greatly influenced Punjabi speaking women in Lahore city as well as in adopting the new language for communication. Cable television Urdu dramas present cultural variety and depict the core issues and aspect of society. Yet cable television Urdu dramas are playing a major role in influencing those stereotypical societies because these dramas are mostly viewed by women.

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