

## **IMPACT OF PAKISTAN TELEVISION (PTV) DRAMAS ON RURAL CULTURE: A CASE STUDY OF DISTRICT LAYYAH**

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### **ABSTRACT**

This study is an effort to investigate the “Impact of PTV Prime Time Dramas on Rural Culture in District Layyah.” The study used the survey method for data collection. A sample of 308 respondents consisting of 154 Males and 154 Females has been taken from the rural areas of district Layyah, using purposive and convenience sampling technique. The findings indicate that majority of overall respondents prefer to watch PTV prime time dramas to gratify their entertainment needs and they follow the mannerism and life style shown in dramas having considerable effect on their cultural patterns. Majority of viewers prefer to watch PTV dramas more frequently than other programs. They are more influenced by modern life style and dressing. Majority of viewers are of the view that new cultural trends in PTV drams is presented through mix gathering, Drinking, Eating, Singing, Dancing, and handshaking. Similarly, viewers prefer to participate in these atmospheres during their daily lives. The findings show that story, music, set design, songs, violence, romance, comedy, dialogue, and suspense used in PTV prime time dramas significantly attract the viewers. Moreover viewers are of the view that modern dresses used in PTV prime time dramas largely affect the native rural culture. On the other hand, viewers significantly prefer to adopt new cultural trends presented in PTV prime time dramas respectively. The findings reveal that PTV prime time dramas also influence the language, dresses, life style, festivals, music, food habits and traditional games of the native cultural trends.

**Keywords:** Dramas, Prime time, Impact and cultural change.

### **INTRODUCTION**

The media has become recognized source of information and entertainment, it has revolutionized the human society and it has created new forms of communication phenomena. It is difficult to classify the media because media technology is growing and changing with the passage of time (Stadler, 2005). Television and new medium of communication are basic source of information for the individuals of the society. Television has affected the human life more than their parents who are the character builder of human society (Sharma, 2005). Television has strong and deep rooted impact on the viewers because TV has power to build opinion and to change the opinion of viewers (McQuail, 2005). TV performs its function by supplying information to the viewers through dramas and other information based programs (Azhar, 2007).

Television is a ubiquitous channel of communication in the world of today and it has changed the lives of viewers by becoming their family member. Television is widely under discussion due to its power full effects and popularity among the viewers. Different studies on television indicate that the viewers depend on television to gain the information and entertainment. Presence of audio and video images has made the television more popular and impact oriented (Joshi, 2002). Different impacts of television dramas and programs can be observed and in it has completely influenced the human life (Narula, 2006).

Now media has become as essential as food and apparel and it has played important role in reinforcing the society. Media is considered as mirror of the modern world, in fact, it is the media which forms our lives. The purpose of the media is to announce people about present changes, new affairs and to tell about the latest conversations and fashion (culture). It tells about the persons who are geographically divided. The function of media has become one way of trading and trading of goods and prejudices. Human society is influenced by media in so numerous ways. It is the media for the masses that assists them to get information about an allotment of things and furthermore to pattern opinions and make judgments considering diverse issues. It is the media which holds the persons updated and acquainted about what is occurrence round them and the world. Media has a crucial effect on new generation, mostly because; youth is powerfully influenced by media. Teenagers and young kids wish to pursue the persons, who get identified and do what they do to get observed. Media can be advised as watch dog of society. Through the ages, the focus of Media on news has camouflaged. FM radios; newspapers, information discovered on net and television are the mass media that serve to reduce the communication gap between the assemblies, viewers and the media world (Muzna, 2012).

### **Electronic Media in Pakistan**

The history of media in Pakistan is as old as the country itself. TV was somewhat slow to grow as it was not until 1964 that Pakistan TV Corporation (PTV) came into being. Although, Karachi inhabitants had currently gotten a taste of this new channel of communication when a TV was displayed at public showing organized by the American embassy in 1955. The first TV station had begun its transmissions from Lahore pursued by Dhaka, Rawalpindi, Islamabad, Karachi and Peshawar. At early stage the transmission was in black and white which then switched to color in 1976. Pakistan TV stayed in the exclusive control of government until 1990 when Shalimar TV Network (STN) and Network TV Marketing (NTM) commenced Pakistan's first private TV conduit (Farooqi, 2010).

### **Contents of PTV Dramas**

PTV dramas are most popular among the viewers due to their creativity; in Pakistan most of the dramas are made on different social issues. The basic objective to produce such dramas is to create the awareness among the viewers regarding different social issues. The reason of the popularity of PTV dramas is creative script, strong story, and powerful direction and its characters. The overall message delivered in PTV dramas is based on single idea. PTV dramas are the representative of Pakistani cultural norms and values. Pakistani drama is the considered the leader in the drama industry of subcontinent (Jabbar, 2000). Many PTV dramas got the popularity at global level. PTV dramas have a great successful history as PTV produced memorable dramas. PTV is pioneer TV network in Pakistan and is also acknowledged as pioneer in drama production. PTV dramas are most popular at global level and these dramas present in different institutions to teach the student that to produce a drama.

There is great role of drama writer in the popularity of PTV dramas because PTV has got the many talented drama writers and actors. Many dramas of PTV are based on different social issues and some of them are also based on different no novels and stories. As receiver become active receiver so receivers prefer to soap operas then drama series. Popular dramas of Pakistan television are: Dhoop Kinaray, Samander, Andhera Ujala, Jangloos, Ghareeb-e-sheher, Chand Girhan, Pas-e-aaiena, Sunharay din, Waris, An kahi, Shezori, Kiran kahani, Uncle Urfi, Alpha Bravo Charlie, Wajud-e-Laraib and others are included (Farhan, 2011).

PTV is play vital role in production of many famous dramas that are most popular among the Pakistani generation. PTV has introduced the classic dramas with impact oriented story and production. During 1990 there was only PTV as telecasting medium and PTV presented many well liked dramas. The main theme of PTV dramas is to produce the family dramas with powerful story lines and production. This totally acknowledged to PTV drama writers such as .Haseena Moen, Seema Ghazal, and Ashfak Ahmad. Their stories are free family politics and vulgarity and they focused on different social issues and their dramas became the voice of the heart of viewers (Rehman, 2003). During 2001 as cable television developed in Pakistan and Indian dramas become most popular among the viewers. These also influenced the female and kids viewers of cable TV. To compete the Indian dramas now PTV again touched peak of popularity among the viewers.

### **Significance of the study**

TV is a most well liked medium of communication all over the world. Television, some researchers say TV has become the disease of the century. It is often said that TV has altered our world (Joshi, 2002, p.19). PTV provides entertainment either they are dramas, music and other different programs. People watch dramas as for time pass or escaping from boredom or worries of life. Drama has a holistic way of educating and effecting People. PTV has conveyed entire new scale and power to the experience of drama that is without precedent in the history of human culture. There has never before been a time when a majority of any community had such regular and unchanging access to drama.

PTV has become an important social phenomenon in the rural localities of Pakistan. Though not yet investigated empirically, TV viewing is, usually believed to develop social forces of undeniable influence. Drama provides us distinct directions to believe and distinct trends to follow. Dramas influence the general feature construction pattern In the field of Urdu dramas the significant channel in rural localities is PTV, which telecast dramas at prime time, which are the large source of entertainment in nearly all the rural localities of Pakistan. PTV dramas are promoting new cultural values and customs ([www.Pakaffairs.com](http://www.Pakaffairs.com)). The purpose of selecting PTV prime time dramas for research is to find out how the PTV dramas appeal and sustain audience members' attention with particular focus on male and female viewers in the rural areas. Dramas are well liked content of mass media. Dramas have a dynamic leverage on people, which finally influence the people as a whole. Diverse studies ([www.comms.dcu.ie](http://www.comms.dcu.ie); [www.wikipedia.com](http://www.wikipedia.com); & Biagi, 2003) indicate that today more drama is watched in a week or weekend than would have been watched in a year or even in a life time in any previous historical period. The common purpose of drama is as entertainment; although, drama can also be utilized as an educational undertaking or for therapeutic purpose. It is usually observed that females are fond of dramas; either they are scholars, working females or house wives. Investigations ([www.umich.edu](http://www.umich.edu); & [www.usask.ca](http://www.usask.ca)) show that media play a dominant function in leveraging females' insights of the world around them, as well as helping them to characterize their sense of self. The majority of PTV dramas are set in a domestic situation, often the central characters are females as the result they are affected by those dramas and opt different things. Most of the rural watch dramas in night time for entertainment.

### **Statement of Problem**

What is the impact of PTV prime time dramas on rural culture? Whether the consumption of PTV Prime Time Dramas influences the rural culture?

## **Objectives of the study**

Following are the specific objectives of the present study:

1. To determine the watching habits of male and female viewer of PTV prime time dramas.
2. To determine the level of interest regarding PTV dramas.
3. To explore to what extent the viewer expose and get information about new cultural trend from PTV dramas.
4. To explore the extent to which these PTV drama create new cultural trends in rural society.
5. To explore how viewing of Pakistan television is affecting their household chores and other activities.
6. To determine association between viewing of Pakistan television and change in family and social interaction patterns of rural in Layyah, Pakistan.
7. To find out relationship between viewing of Pakistan television and its effects on personal appearance and life style of rural people.

## **LITERATURE REVIEW**

Qurat-ul-Ain (1998) stated that PTV dramas are promoting the foreign cultural trends.. It has been observed that education level helps to conceive more effect while those with low level obtain more effects. Ahtesham (1998) investigated that in PTV dramas the marriage ceremonies which were shown not in agreement with our Islamic traditions. Islam educates ease. PTV dramas were playing an important function in putting the viewers in psychological confrontations and conceiving new cultural tendencies. Noreen (1995) conducted a study on the effect of dish antenna on PTV dramas. The research findings indicated that the number of private satellite channels was increasing. PTV was not making new and appealing plays for the public. The benchmark of dramas was falling.

Zarta (1998) investigated that new cultural trends presented in dramas looks like Pakistani culture and viewers adopt these new cultural trends and face many problems. Shela (1999) stated that PTV dramas are negatively affecting the viewers. Viewers are influenced by the life style projected in PTV dramas. After exposure to these dramas the viewers try to adopt these life styles. She further indicated that PTV dramas are mostly neglecting our national language. Cable television has limited our live to just TV room and we are not participating in other social activities. Indian culture adoption tendency has increased with the passage of time. The researcher investigated that ladies show no liking in informative programs and they like to watch the dramas (Najia, 2003). As Noor (1995) examined the affirmative & contradictory dramas. She indicated that dramas are creating awareness among the viewers regarding different issues and dramas are also creating rational approach among the viewers .She also examined some negative influences and indicated that dramas are influencing our native culture and are creating new cultural trends.

According to Saba (1996) due to mass media the individual lives have been changed, now people prefer to discuss different dramas on dining table instead of other social issues. People prefer to watch dramas and never participate in other social activities. It further investigated that television dramas has also influenced our social interaction patterns. Now viewers prefer to fallow different actor's life style. Zinab (2004) stated that due to cable television viewers has free degree of choice in the selection of channels. Now families discuss Indian dramas on

dining table. Pakistani viewers of star plus dramas are adopting the Indian culture now and dancing culture is promoting in our society. As Gulam (2006) investigated that Pakistani female viewers are adopting the star plus culture. In the same way Pakistani drama writers are also adopting the writing style of star plus and are also presenting the star plus culture. But it is the view of many individuals that star plus dramas are influencing our native and local culture. Maria (2005) indicated that due to the projection of star plus dramas, sari has become most popular dress in the Pakistani society. Our elite class is adopting the sari culture instead of their Pakistani dressing culture. As verified by Aslam (2006) Indian TV channels are influencing the traditional marriage culture of Pakistan. He further indicated that the all Indian traditions are not according to Islam and are no according to our social norms and values. Due to huge viewership of Indian channels in Pakistan the Indian traditions are most popular instead of Pakistani traditions.

## RESEARCH METHODOLOGY

According to present study, survey research method is used for analyzing the impacts on culture introduced by the PTV prime time dramas in rural areas of Layyah Pakistan. Unit of analysis in the present study is 308 male and female rural viewers of PTV of district Layyah, and the objective was to indicate the influence of PTV prime time dramas on rural culture in district Layyah, Pakistan. The population in this study comprises of the individuals or respondents of district Layyah who are exposed to PTV prime time dramas. Systematic sampling procedure is used for classification. The sampling starts by choosing a component from the list at random and then every  $k^{\text{th}}$  component in the frame (Wimmer & Dominick, 2003). For data collection purpose the target of 308 respondents are selected from seven rural union council on the basis of sex (male & female).

## FINDINGS

PTV is playing significant role in providing entertainment to large number of people in rural areas of Pakistan. The findings of this study explore the viewers's watching habits of PTV prime time dramas and their impact on the cultural values of the rural viewers. By answering some questions it is indicated that entire population of rural areas depends on PTV for getting entertainment or just to kill the time than other media. It is examined that the viewers are exposed to PTV dramas with different angles.

**Table 5.1 Watching Habits of PTV**

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
Very frequently	69.5%	68.2%	70.8%	70.8%	68.2%	69.5%	69.5%
Frequently	20.1%	20.1%	20.1%	19.5%	20.8%	19.5%	20.8%
some what	3.2%	3.2%	3.2%	2.6%	3.9%	2.6%	3.9%
Rarely	4.2%	3.9%	4.5%	3.2%	5.2%	3.9%	4.5%
Not at all	2.9%	4.5%	1.3%	3.9%	1.9%	4.5%	1.3%

Figures in the table show (5.1)

Analytical review of the study designate that (table 5.1) overall 69.5% respondents significantly prefer to watch PTV. In the same way 20.1% of overall respondents frequently prefer to watch PTV. The age comparison of PTV exposure show minor difference but not significant. The viewers possessing age more than 25 years little more prefer to watch PTV. Gender comparison regarding disclosure to PTV does not reveal significant difference. Further findings regarding exposure to PTV investigate that there is no significant relationship in case of education level.

**Table 5.2 Watching Different Contents of PTV**

	<b>Dramas</b>	<b>advertisement</b>	<b>News</b>	<b>Talk shows</b>	<b>Sports</b>	<b>Music</b>
Very frequently	68.2	4.9	10.4	10.4	9.7	25.6
Frequently	14.3	44.8	31.5	21.4	46.4	34.7
some what	7.5	39.6	13.6	18.5	8.1	19.8
Rarely	6.5	5.5	14.6	14.6	7.5	14.6
Not at all	3.6	5.2	29.9	35.1	28.2	5.2

**Figures in the table show over all percentage (5.2)**

The findings of present research study indicate significant variation among the viewers watching patterns of different contents of PTV (Table 5.2). The viewers significantly watched the dramas (68.2%) followed by music (25.6%) as compared to their watching habits of advertisements (4.9%), News (10.4%), talk shows (10.5%) and sports (9.7%). Significant divergence is observed among the viewers demographic responses on the index of their exposure to PTV dramas. Those who possessing more than 25 years age (66.5%), female viewers (70.1%) and having education above than matric (70.8%) significantly watched dramas. The findings indicate variations among the viewers degree of exposure to other different contents of PTV but not at significant level (Table 5.2 & Graphic 5.1).

**Table 5.3 Time Spending in a Week**

The results further reveal significant difference among the viewers time spending habits on watching PTV prime time dramas. The overall (51%) and those who possessing more than 25 years age (57.8%), the male respondents (53.9%) and female respondents (48.1%) possessing education above than matric (51.9%) significantly spend average from 10 or more hours per week, followed by 23.1 % respondents who watch PTV dramas from 8-9 hours, whereas 13.6% are those who watch PTV dramas from 7-8 hours and 12.3% of overall respondents are those who watch PTV dramas from 6 to 7 hours. These findings show the strong viewing patterns of PTV prime dramas by overall respondents. The analysis reveals a difference between male and female viewers time spending on watching PTV dramas. The data for example reveals that 53.9 % males as against 48.1% females watch the PTV dramas 10 or more hours weekly. Significant amount of difference has been observed between the other three time spending categories (table 5.3).

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
10 hours or more	51	44.2	57.8	48.1	53.9	50	51.9
8 to 9 hours	23.1	27.9	18.2	23.4	22.7	23.4	22.7
7 to 8n hours	13.6	13.6	13.6	14.3	13	14.9	12.3
6 to 7 hours	12.3	14.3	10.4	14.3	10.4	11.7	13

**Table 5.4 Purpose to Watch PTV Dramas**

Significant variation is further founded by the respondents's responses in the table of their purpose to watch PTV prime time dramas .The overall viewers (43.5 %) and those possessing more than twenty five years age bracket (55.8%); the male viewers (53.9%) and are educated above than matric (56.5%) watch PTV drama for entertainment, as compared to the extent of interest of those having up to twenty five years age; female viewers and are educated up to than matric. Similarly the viewers' response on the index of purpose to watch PTV prime time dramas reveal significant difference. The overall viewers (18.8%) and those possessing up to twenty five age in years (32.5%); and the female viewers (31.2%) significantly watch PTV prime time dramas to acquire information about new cultural trends, as compared to those respondents having more than 25 years age; and male viewers. Findings further revealed some difference between the viewers's response on the index of their extent to watch PTV prime time dramas for killing time but not at significant level.

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
Entertainment	43.5	31.3	55.8	33.1	53.9	30.5	56.5
Information about new culture	18.8	32.5	5.2	31.2	6.5	34.4	3.2
Both	27.3	26.6	27.9	26	28.6	26	28.6
Killing Time	10.4	9.7	11	9.7	11	9.1	11.7

**Table 5.5 Satisfaction level**

One of the major objectives of this study was to dig out the respondents's extent of satisfaction with the PTV prime time dramas. The findings indicate the significant variation regarding different aspects of PTV dramas. The overall (68.8%) and the respondents possessing more than 25 years age (73.4%), the female respondents (69%), and the above than matric (72.1%) are significantly very much satisfied with culture presented in PTV prime time dramas than those possessing up to 25 year age, the male viewers and having qualification up to matric (Table 5.5). The results indicate that overall (62.2%), the viewers holding up to twenty five years age (64.3%), the male viewers (70.8%), and having qualification up to matric (63.6%) are significantly very much satisfied with the fashion

presented in PTV prime time dramas than those respondents possessing more than 25 years age, the female respondents and having qualification above than matric. The findings further indicate somewhat variation among the level of satisfaction with the social issues (65.3%), house decoration (73.1%), eating style (67.9%), interaction manners (65.9%), dressing style (63.3%), jewelry (64.9%), wedding ceremonies (66.9%) and celebration of festivals (60.9 %) respectively (see Table 5.5).

	culture	Fashion	Social issues	House decoration	Eating style	Interaction manners	Dressing style	jewelry	Wedding ceremonies	Celebration of festivals
<b>Very much</b>	68.8	66.2	65.3	73.1	67.9	65.9	63.3	64.9	66.9	60.7
<b>Much</b>	18.5	17.5	21.4	15.3	20.8	20.1	15.6	20.8	17.5	21.4
<b>some what</b>	4.2	4.5	6.5	4.5	4.5	5.5	10.4	7.8	7.1	8.1
<b>rarely</b>	2.6	4.2	3.2	.6	1.3	2.6	2.9	2.3	2.3	4.5
<b>Not at all</b>	5.8	7.5	3.6	6.5	5.5	5.8	7.8	4.2	6.2	5.2

Figures in the table show over all percentage

**Table 5.6 Information About New Culture**

This table displays the opinions of respondents about acquiring information about new culture in the contents in dramas on PTV. A major portion of sample which is overall 59.7% that can be observed clearly on the illustration, representing those who are very much satisfied to seek information about new culture from plays of PTV while only 19.8% respondents are much gratified. Further findings indicate that somewhat 10.4%, rarely 6.2% and 3.9% respondents gain the information about new culture from PTV.

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
<b>Very much</b>	59.7	54.5	64.9	57.8	61.7	57.1	62.3
<b>Much</b>	19.8	24	15.6	23.4	16.2	23.4	16.2
<b>some what</b>	10.4	11	9.7	9.1	11.7	9.7	11
<b>Rarely</b>	6.2	5.8	6.5	5.2	7.1	5.8	6.5
<b>Not at all</b>	3.9	4.5	3.2	4.5	3.2	3.9	3.9

Figures in the table show over all percentage

**Table 5.7 Help to Adopt New Culture Trends**

The comparison of the respondents's demographic characteristics in terms of PTV prime dramas are providing help in the adoption of new cultural trends. The results in this regards revealed significant difference. The overall (58.4%) and the persons possessing more than 25 years age (61%), the male viewers (58.4%), and having qualification above than matric (59.7%) are significantly very much of the view that PTV prime dramas are providing help to adopt new cultural trends as compare to other categories than those possessing up to 25 year age, the male viewers and having qualification up to matric (Table 5.7). It is further observed



from the findings that overall 22.4% respondents possessing up to twenty five years age (26%), the female viewers (26%), viewed that PTV prime dramas are providing much help to adopt new cultural trends. Significant amount of difference has been observed between the other three categories.

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
Very much	58.4	55.8	61	58.4	58.4	57.1	59.7
Much	22.4	26	18.8	26	18.8	26	18.8
some what	9.7	11	8.4	7.1	12.3	10.4	9.1
Little	2.3	1.3	3.2	1.9	2.6	1.3	3.2
Not at all	7.1	5.8	8.4	6.5	7.8	5.2	9.1

Figures in the table show over all percentage

### Table 5.8 Impressed by New Trends

The viewers are impressed by new trends presented in PTV prime time dramas for a variety of reasons. PTV prime time dramas are cluster of so many components that is why the viewers were asked to give their opinion about such components. As it is observed from the findings that majority of them are impressed by dressing significantly shown very much (62.7%) as compared to eating style (58.8%), way of talking (58.7%), jewelry (57.1%), interaction manners (54.4%) , hand shaking (51.9%), mix gathering 37.7% and makeup (51.9%) in parties and other celebrations respectively .The age bracket analysis regarding the respondents's responses about impressed by new trends presentation in PTV prime time dramas reveal that those who possessing age up to 25 years are (62.3%), males (62.3%) significantly very much impressed by dressing style presented in PTV prime time dramas. while age group of more than 25 years viewed (10.4%) respondents are somewhat impressed by dressing style as compared to their cross categories respectively .The comparative analysis of data regarding eating style in PTV prime time dramas shows that respondents of age group more than 25 years observed (58.8%) females (59.7%) and respondents of above than matric (58.4%) are of the view that they are very much impressed by eating style presented in PTV prime time dramas as compared to cross categories respectively. The findings about data regarding way of talking in PTV prime time dramas show that respondents possessing age more than 25 years (61%) females (59.1%) and above than matric (62.3%) are very much impressed by way of talking as compared to their competing categories respectively. The comparison of findings regarding presentation of Jewelry in PTV prime time dramas depicts that age up to 25 years show (53.9%), females (55.2%) and up to matric (55.8%) are significantly very much impressed by jewelry as compared to their cross categories respectively. The finding of the study further revealed that respondents about presentation of hand shaking in PTV prime time dramas are of the view that respondents possessing age more than 25 years (55.2%), the males (53.9%) and female 50% are very much impressed by hand shaking as compared to their competing categories respectively. The findings about data regarding interaction manners in PTV prime time dramas show respondents possessing age more than 25 (59.7%), females (53.2%), males 55.8% and above than matric (55%) are very much impressed by interaction manners in PTV prime time dramas as compared to their

competing categories respectively. Further findings indicate that overall of 37.7% respondents are impressed by mix gathering and 51.9% from makeup.

	Over all	Age		Gender		Education	
		Up to 25 years	More than 25 years	Female	Male	Up to matric	More than matric
<b>Dressing style</b>							
Very much	62.7	62.3	63	63	62.3	63	62.3
Much	24	25.5	22.7	25.3	22.7	23.4	24.7
some what	8.8	7.1	10.4	6.5	11	8.4	9.1
Rarely	4.5	5.2	3.9	5.2	3.9	5.2	3.9
<b>Eating Style</b>							
Very much	58.8	59.1	58.4	59.7	57.8	59.1	58.4
Much	28.2	28.6	27.9	27.9	28.6	27.9	28.6
some what	5.8	6.5	5.2	5.2	6.5	5.8	5.8
Rarely	7.1	5.8	8.4	7.1	7.1	7.1	7.1
<b>Way of talking</b>							
Very much	58.8	56.6	61	59.1	58.4	55.2	62.3
Much	22.1	27.9	16.2	22.7	21.4	25.3	18.8
some what	10.7	8.4	13	11	10.4	10.4	11
Rarely	8.4	7.1	9.7	7.1	9.7	9.1	7.8
<b>Jewelry</b>							
Very much	57.1	53.9	60.4	55.2	59.1	55.8	58.4
Much	31.2	35.1	27.3	31.2	31.2	33.1	29.2
some what	7.1	6.5	7.8	7.8	6.5	6.5	7.8
Rarely	4.5	4.5	4.5	5.8	3.2	4.5	4.5
<b>Interaction manners</b>							
Very much	54.5	20.8	59.7	53.2	55.8	53.2	55.8
Much	24.7	11	20.8	26	23.4	26.6	22.7
some what	11	8.4	11	12.3	11.7	11.7	12.3
Rarely	8.8	20.8	8.4	8.4	9.1	8.4	9.1
<b>Hand shaking</b>							
Very much	51.9	55.2	55.2	50	53.9	49.4	54.5
Much	29.5	28.6	28.6	33.8	25.3	30.5	28.6
Some what	13	10.4	10.4	11	14.9	13.6	12.3

Rarely	5.5	5.8	5.8	5.2	5.8	6.5	4.5
<b>Mix gathering</b>							
Very much	37.7	33.1	42.2	27.3	48.1	28.6	46.8
Much	32.5	36.4	28.6	37.7	27.3	38.3	26.6
Some what	19.8	20.1	19.5	24.7	14.9	22.1	17.5
Rarely	10.1	10.4	9.7	10.4	9.7	11.0	9.1
<b>Make up</b>							
Very much	51.9	53.2	53.2	47.4	56.5	48.1	55.8
Much	28.6	26	26	27.9	29.2	30.5	26.6
Some what	15.6	17.5	17.5	20.1	11	16.9	14.3
Rarely	3.9	3.2	3.2	4.5	3.2	4.5	3.2

Figures in the table show over all percentage

### Table 5.8 Liking in PTV Dramas

The comparative analysis of the data regarding liking in PTV prime time dramas reveals that respondents of all types of demographic characteristics like the different aspects of dramas with a degree of difference. The analysis of respondents's responses about of various aspects of PTV prime time dramas reveals that majority of the overall respondents very much like these aspects of PTV prime time dramas which include: fashion (56.5%), actors (51.6%), romance (2.9%) violence (10.7%) and story (52.3%) respectively. It is further observed from the findings that difference exist between very much, much and other categories. The findings regarding people's liking with fashion indicate that overall (56.5%) respondents like fashion presented in PTV prime time dramas .The analysis of respondents's responses about liking of actors in PTV prime time dramas observed that respondents possessing age up to 25 years very much like actors (51.6%). One of the findings of the survey research on romance presented in PTV prime time dramas show that overall 2.9% respondents who like romance in PTV prime time dramas. Findings of present study indicate that 52.3% respondents like the story in PTV prime time dramas as compared to their cross categories respectively.

### SUMMARY

This study has been conducted to investigate the impact of PTV prime time dramas on rural culture in district Layyah. It was indicated that most of the individuals frequently prefer to watch PTV. This highlighted the issues that PTV dramas may have impacts on the native culture of rural viewers because PTV is quite affordable, easily available and provides variety of dramas and other programs.

The core purpose of the study was to dig out the impact of PTV prime time dramas on social and cultural life of rural viewers. Therefore the study records the respondents' consumption patterns of PTV prime time dramas and determines their level of viewing. The findings of the previous related researches have made the researcher to determine that PTV prime time dramas do have some direct or indirect effects on the culture of the rural viewers. Therefore, this research probed into whether or not the PTV prime time dramas have effects on the rural viewers of Layyah and to measure the nature of impacts. The results indicate that majority of

the individuals watch PTV prime time dramas than other programs (table 5.2). Results fully proved research hypothesis: It is more likely that the viewers pay more attention on prime time dramas than other programs.

Results further completely approved the research hypothesis: It is more likely that people get more information about new cultural trends from PTV prime time dramas (table 5.6). The empirical evidence further indicated that the viewers also thought that the various new cultural trends are largely presented in PTV prime time dramas that are mix gathering, dressing, eating style, dancing, wedding ceremonies, interaction manners and hand shaking. Findings on the impact of PTV prime time dramas on rural culture indicate that viewers are much influenced by the PTV prime time dramas and aspects in PTV prime time dramas that are story, actors, music, songs, violence and romance (table 5.5). The results indicate that most of the respondents documented their opinion that PTV prime time dramas largely affected their native culture and interaction patterns with friends but significantly affected with the family members (table 5.10). Main focus of the research was to investigate the impact of PTV prime time dramas on rural culture. The results indicate that PTV prime time dramas largely affected the dressing of the people and played major role in making the respondents' mind to adopt various dresses shown in PTV prime time dramas that affected the Pakistani rural culture.

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