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THE IMPACT OF PAKISTANI URDU DRAMAS ON THE FASHION SENSE OF STUDENTS OF KARACHI

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Abstract

This study investigates the influence of Pakistani Urdu Dramas on the fashion sense of Karachi's students. Beyond mere entertainment, dramas play a significant role in promoting culture and lifestyle. Students are increasingly influenced by TV Dramas and celebrities, striving to emulate their styles and trends. The study encompasses students from various universities in Karachi, with a total of 259 participants surveyed. The research incorporates the Limited Effects Theory and Uses and Gratification Theory. A questionnaire was designed to explore topics related to TV dramas, TV celebrities, the impact of dramas on students, and Pakistani cultural values. Data analysis was conducted using pie charts and tables. The findings suggest that students are highly influenced by TV celebrities when it comes to improving their appearance, but certain cultural and ethical values portrayed in TV Dramas are not consistently followed. This research underscores the limited effects of media on individuals and supports the Uses and Gratification Theory. It also calls for the Pakistani drama industry to create and promote dramas that reflect and promote Pakistani culture.

Introduction

In contemporary society, the media serves as the primary source for information and entertainment. Television, in particular, has a profound impact on individuals, shaping opinions and views. A significant portion of television content consists of TV dramas, which have a unique role in both entertaining and educating the audience about different cultures and lifestyles. Pakistani TV channels offer a diverse range of dramas catering to various demographics. These dramas have a considerable influence on the culture and fashion sense of the Pakistani youth, including students in Karachi. This research aims to explore the effects of Pakistani dramas on the fashion sense of Karachi's students.

Background of Study

Television dramas have been a part of Pakistani culture since the 1960s, with the Pakistan Television (PTV) network leading the way. Over the years, TV dramas have transitioned from black and white to color, and private channels have started producing their dramas, introducing new lifestyles and fashion trends. The history of fashion is as old as humanity itself, with people adapting their clothing styles throughout history. The invention of the sewing machine in the 20th century revolutionized fashion, allowing for rapid changes in clothing styles. Today, fashion is about presenting something new or giving a fresh twist to old styles.

Numerous studies have demonstrated that the content and lifestyle portrayed in Pakistani dramas significantly impact the behavior and attitudes of students. Television, as a powerful medium, has the ability to convey messages effectively. When a new fashion

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trend is showcased in a Pakistani drama, students often immediately embrace it. Television combines elements of radio, print, film, and theater, making it highly influential on students' minds.

Many on-screen actors in Pakistani TV Dramas have become fashion trendsetters, expanding their fan base. As Pakistani dramas are immensely popular among students, they resonate with the fashion sense portrayed, leading to increased sales of trendy clothing and a surge in fashion-related content on students' social media platforms. Students often aspire to replicate the clothing worn by their favorite stars.

However, there is another facet to this phenomenon where Pakistani dramas sometimes showcase Western and Indian cultures. For example, sarees, a traditional Indian dress, are frequently worn by female characters in Pakistani dramas. Similarly, the trend of sleeveless dresses and the absence of the dupatta, influenced by Western culture, is becoming more common. This cultural amalgamation depicted in dramas can influence students' lifestyles and perceptions, prompting them to adopt elements from other cultures.

Pakistani Urdu Dramas have a profound impact on the fashion sense of Karachi's students. These dramas not only entertain but also shape cultural values and lifestyle choices. While students are eager to follow the latest fashion trends inspired by their favorite TV celebrities, the influence of dramas also extends to cultural aspects, sometimes blurring the lines between Pakistani culture and those of neighboring regions. This research aims to shed light on the multifaceted impact of Pakistani dramas on the youth of Karachi.

Purpose

The purpose of this study is to explore the psychological behavior of students regarding the influence of TV Dramas on their fashion sense. TV Dramas often depict fashion in a compelling way that can exert pressure on people to emulate the same styles. This research aims to uncover students' thoughts and attitudes concerning the fashion sense portrayed in TV Dramas and whether they feel compelled to follow these trends.

Objectives of the Study

- To determine if students feel pressured to follow fashion trends as depicted in TV dramas.
- To investigate whether fashion trends portrayed in Pakistani dramas have an impact on Pakistani culture.

Research Questions

RQ1: Do students experience pressure to conform to fashion trends as portrayed in TV dramas?

RQ2: Do fashion trends in Pakistani dramas influence Pakistani culture?

Hypotheses

H_1: Students feel pressured to follow fashion trends as depicted in TV Dramas.

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H_2: Fashion trends portrayed in Pakistani dramas are influencing Pakistani culture.

Literature Review

Hussain, & Iqbal (2020) conducted research on the impacts of Western culture on women and found that viewer choice plays a significant role in determining the influence of Western culture on Pakistani dramas. While Western culture is making inroads into Pakistani dramas and real life, a low percentage of women agree to exclude Western content from Pakistani dramas.

A case study by A. Sahryar (2015) in Faisalabad revealed that a majority of the population watches Pakistani TV dramas, and a significant portion believes that these dramas impact their lifestyle. Furthermore, a substantial percentage of the population is influenced by Western fashion trends depicted in Pakistani dramas. The study recommends that Pakistani dramas focus more on promoting religious and cultural values.

A study by A. Razi, I. Faheem, and S. A. Ali (2013) emphasized the significant impact of media on individuals' lives. Media plays a pivotal role in shaping behavior, informing about trends, and grooming individuals. The study highlighted that Pakistani youth, inspired by Pakistani dramas and celebrities, are liberal in adopting various fashion styles.

Zainab Malik's research (2020) from the University of Management and Technology revealed that youth are the most affected by the content shown in Pakistani dramas. They tend to adopt the lifestyle and culture depicted in these dramas, emulating their favorite characters.

S. Zareen, A. Ali, and S. Shafi (2014) conducted research on middle-class urban families, revealing that people often derive fashion inspiration from TV dramas. The study found that females, in particular, lean towards adopting mixed fashion styles, such as Indo-Western combinations. The report recommended that Pakistani dramas align their portrayals with Islamic teachings and Pakistani culture.

G. Shabir, G. Safdar, and M. Imran (2013) raised concerns about the influence of Turkish Dramas on Pakistani TV channels. These dramas introduced Turkish culture, which differs from Pakistani traditions. Additionally, the study criticized Pakistani dramas for not accurately representing Pakistani women and for promoting divisive behaviors among women characters. The clothing worn by actors in Pakistani dramas was also noted as inconsistent with Pakistani culture.

Rationale

As we all know fashion is followed by everyone. But the sources through which we get to know about fashion trends are so many. But the most common and easy media to know about fashion trends is television. People watch Pakistani dramas not only for the content but also for the new fashion trends shown in them. Through this study, it will be revealed how the students of different universities in Karachi are getting affected by watching Pakistani dramas in sense of their lifestyle and their fashion.

Theoretical framework

Following are the theories which are related to the research on the impact of Pakistani Urdu Dramas on the fashion sense of students.

Limited Effect Theory

This theory deals with the individual's mind that is affected by media as well as the way people are using media. The theory says that media has a limited effect on the mind of people and people are educated and informed enough about how they should use media and how much its effect they should take.

Uses and Gratification Theory

This theory is more concerned about how people are doing with the media instead of what media is doing with the people. This theory says that people are using media as per their needs and when their needs get fulfilled, they don't take its effect much. There are different needs of different people that they want to fulfill through media, and they are divided into many categories.

Research Methodology

The quantitative research method is used to conduct this study. An online survey has been made consisting of demographic information and six topic-related questions. The target audiences for the study are male and female students at the universities of Karachi. This examination is conducted to know the impact of Pakistani Urdu Dramas on the fashion sense of students of Karachi and how they are responding to Pakistani dramas and how much they are getting influenced by them. This quantitative investigation is conducted through an online close-handed questionnaire survey and the approach is random using an online questionnaire survey.

Research Population

The students from the different universities of Karachi have been designated as the population. A sample size of 259 students was used to collect the data. The age group chosen for this study is from 18 to 30. The survey comprises demographic information and 6 questions related to Pakistani dramas and their effect on students.

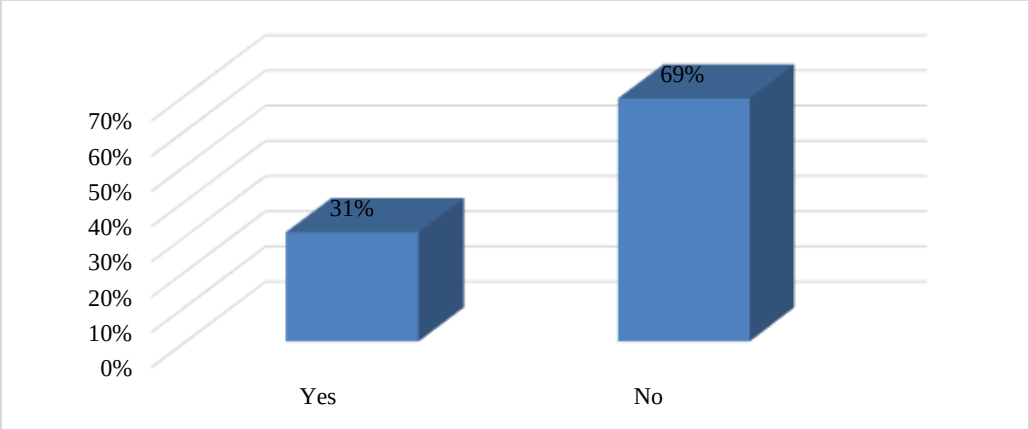
Data Analysis

After the collection of data from the students of different universities, the following result has come forward. The result is shown here along with the questions in the form of a pie chart.

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Table 1

Do you feel pressurized to follow fashion trends shown in TV dramas?	
Yes	31%
No	69%
N = 250	

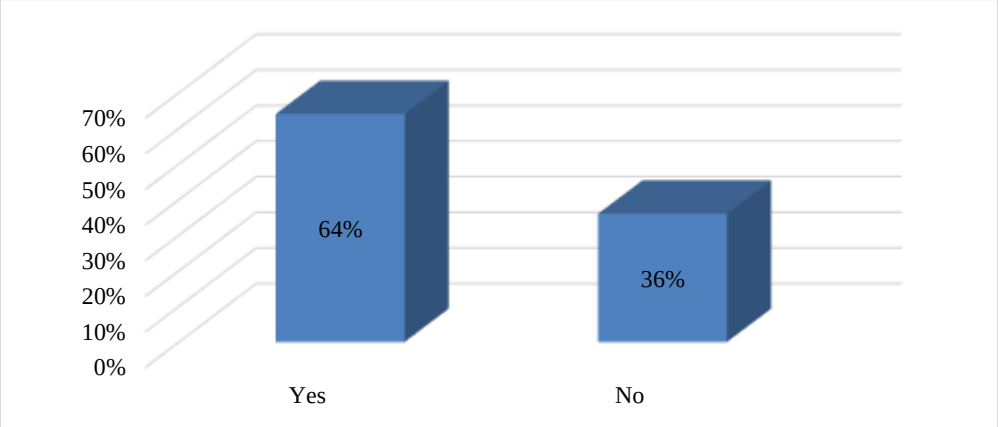


Interpretation

According to Table 1, when asked about the pressure that TV Dramas put on to follow fashion trends, 69.4% of the respondents marked no and said that they don't feel any pressure to follow the fashion trends shown in TV Dramas. While 34.6% of respondents were those who feel pressurized to follow fashion trends shown in TV dramas.

Table 2

Do you follow celebrities on social media for their fashion sense?	
Yes	64%
No	36%
N = 250	



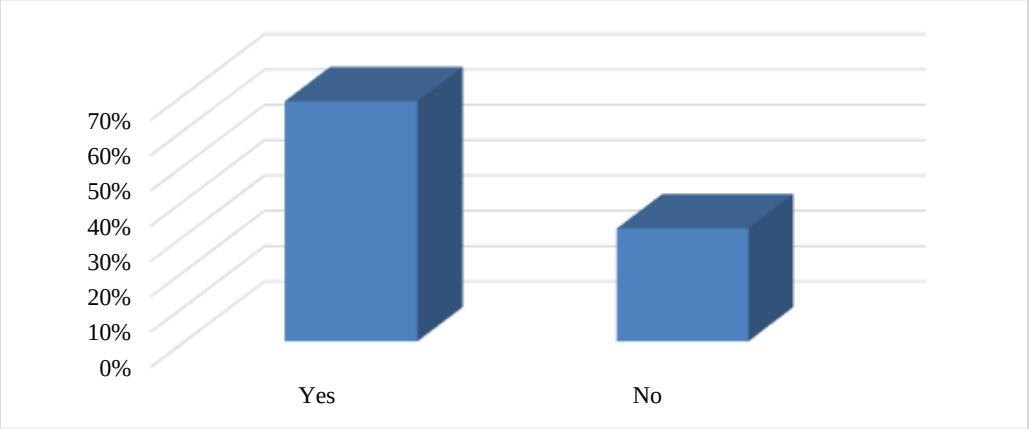
Interpretation

Table 2 clearly states that when a Question was asked about whether students follow celebrities on social media to keep updated about fashion or not. 63.5% of the respondents said yes they follow celebrities on social media while 36.5% of the respondents said that they don't follow any celebrity on social media for their fashion sense.

Table 3

Do you think that TV Dramas are helping you dress up in the latest style?	
Yes	68%
No	32%
N = 250	

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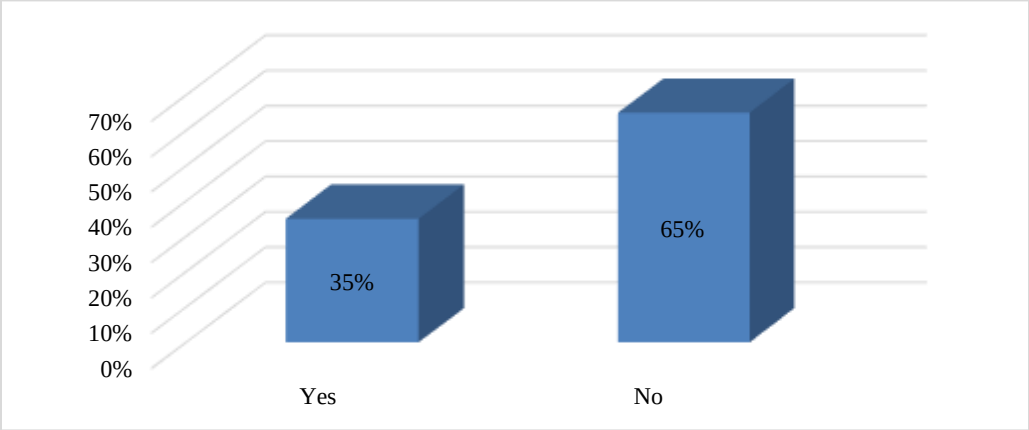


Interpretation

The pie chart and table 3 state that, to the question of Pakistani dramas are helping students dress up in the latest style, 68.2 % of the respondents said yes that TV dramas are a source to be updated about the latest fashion. 31.8 percent of the respondents do not agree with the question and said no, TV Dramas are not helping them to dress up in the latest style.

Table 4

Do you ever wish to earn more money so that you can buy the clothes shown in TV dramas?	
Yes	35%
No	65%
N = 250	

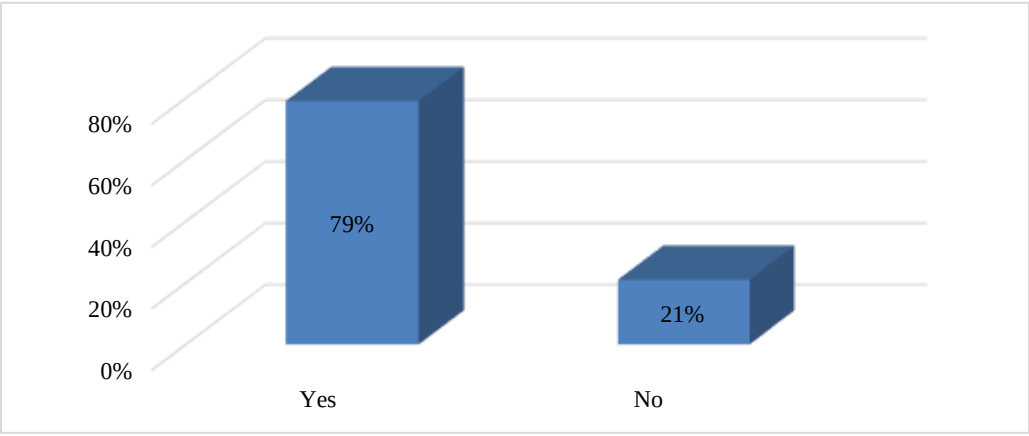


Interpretation

The pie chart and Table 4 exemplify that when another question was asked to know the psyche of students if they ever wish to earn more money so that they can buy the clothes shown in TV Dramas. 65.5% of the respondent said that they don't wish to earn more money while 34.5% of the respondents said that they want to earn more money to buy clothes shown in TV dramas.

Table 5

Do you think the latest fashion trends are destroying Pakistani culture?	
Yes	79%
No	21%
N = 250	



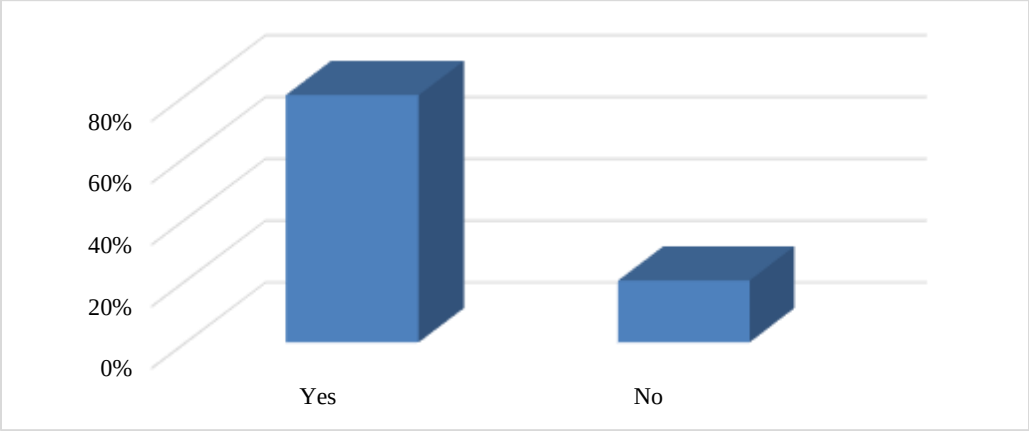
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Interpretation

Table 5 expresses that to know the impact on culture there was a question that if the latest fashion trends in Pakistani dramas are destroying our culture. 79.2% of the respondents said yes that the new fashion trends are destroying our Pakistani culture while 20.8% do not think so.

Table 6

Do you think that Pakistani TV Dramas are showing more of other countries' cultures?	
Yes	80%
No	20%
N = 250	



Interpretation

The pie chart with Table 6 illustrates that when asking that if Pakistani dramas are showing more of any other country's culture 80% of the respondents agreed and said yes that Pakistani dramas are showing more of other countries' culture while 20% did not agree with the question and said no.

Discussion

Through this research, we came to know that students nowadays know how to use media and how much its effect they should take. Students are aware of their comfort and choices. The majority of the students do not feel any pressure to follow the latest trends. They follow the trend if they feel comfortable with it. We also came to know that TV celebrities are one of the major sources to promote new fashion and style. Many students follow TV celebrities and also follow their fashion styles. Along with celebrities, TV

Dramas, themselves are also a major source to be updated about new trends and styles. Many students watch TV Dramas so that they can groom themselves and dress up in the new and latest style.

Through the investigation, we additionally came to think about the mental conduct of understudies about their insecurities. A greater part of the understudies these days realize their usual range of familiarity and accept style as an agreeable element and not as to be displayed. Greater parts of the understudies are content with their way of life and they don't need or wish to have more money to pursue new directions advanced by TV dramatizations. Yet at the same time, there are a few understudies who wish to bring in more money so they can adapt to the most popular trend patterns and styles.

Knowing about the impact of Pakistani dramas on culture was also one of the major aspects of this study. Most students believe that the new fashion trends and Lifestyles are destroying Pakistani culture and promoting more of different country's cultures. It affects Pakistani culture at the topmost level as it is important for students to learn more about Pakistani culture but the main source to promote it that is our media itself is not able to promote Pakistani culture. TV drama producers and production houses should focus more on showing and portraying lifestyle and fashion sense according to Pakistani culture. Pakistani designers and television celebrities also must wear more Pakistani cultural and traditional clothing and spend the lifestyle in a cultural ethical boundary so that students can learn from them as students are their followers.

Conclusion

Television Dramas have a dual impact on students' lives, encompassing both positive and negative aspects. In this study, we delved into the psychology of students and arrived at the following findings: A majority of students display self-confidence and self-acceptance, devoid of any insecurities perpetuated by TV Dramas' portrayal of fashion trends. However, they do leverage TV Dramas and TV celebrities as sources of inspiration for grooming and enhancing their physical appearance.

Regarding the cultural influence, it is evident that TV Dramas are exerting an adverse effect on Pakistani culture. These dramas tend to glamorize Western and other foreign cultures, deviating from traditional Pakistani values and lifestyles. Consequently, our research corroborates the accuracy of the uses and gratification theory, which posits that audiences consume media content according to their specific needs and desires.

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