

Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City

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ABSTRACT: Pakistan is an under developing country and it is facing the problems of globalization which are created due to global media. The present study is conducted to dig out the impact of global media of Pakistani culture with particular focus on the role of cable television in the promotion of foreign cultural trends in Pakistan. In this study it is documented that the young generation of Layyah city is extremely influenced due to cable network. To understand that what type of cultural impact have been imposed on our society by foreign TV entertainment channels. By using survey and content analysis data was collected from the target respondents. The results of the study strongly supported that foreign entertainment channels are extremely influencing the Pakistani young generation.

KEYWORDS: Global Media, Cultural Trends, Cable television, entertainment, Foreign Culture

INTRODUCTION

Globalisation is the interconnectivity between different in which the whole world looks like a village. Globalisation is the product of mass media and mass media has promoted the concept of global village. Mass media has created new phenomenon in the society and one of them is cultural globalisation. This issue was initiated with cultural globalisation because now the audiences are global no universal. Now the media contents are produced by keeping in mind the needs and demands of global audience. As global media is under the control of west and west is promoting their own culture at the behalf of free flow of information. This free flow information has created cultural homogeneity and it has replaced the particular cultural identity of under developing nation such as Pakistan. It is a universal reality that Hollywood is extreme advance film industry of the world and is also under the control of west which is promoting the western life among the viewers of under developing nations.

In this way protection of cultural identity has become key factor since 1970s due to cultural globalisation of global media. This trend is a great threat to the local cultural identity of different under developing countries. Culture is a way of life of the individuals of any society which includes attitude, belief, and way of interaction etc. In short culture is a complete code of conduct that how to live in a given society.

Cultural globalisation is the product global and free global media because media has power to make and break the mind of individuals. As west is technology rich and it use the media as an instrument to promote their cultural ideology. Fast food culture and Pizza culture is not the culture of under developing nation but it mist popular among under developing nations because western media is promoting these new trends of west. As cable and satellite TV channels has global access and west is getting benefits from the global access by promoting their own cultural values. Globalisation of media is promoting Americanization, most of the researcher stated that it is not globalisation, it is just Americanization of western culture because west is the owner of huge fashion industry and media industry, by these industries it is promoting their own cultural values in the developing nations. Due to globalisation the dependency of different nations has increased on west.

PROBLEM STATEMENT

The contents of global media have power to bring the cultural homogeneity among the different societies of the globe. Media globalisation and cultural imperialism is started when main stream media is under the control of other countries and it is clearly defined that main stream media will promote the culture of their own country. Cable and satellite television is a key factor and best example in the promotion global or western culture among the under developing nations. Exposure to TV creates the perception of outer world in the mind of viewers. Cable and satellite television has extremely influenced our particular cultural ideology and it is a great threat to local and nation culture of Pakistan. Mass media has promoted the cultural globalisation but it has finished cultural identity of individuals. Extensive growth of Cable network in Pakistan is alarming to replace the Islamic culture of Pakistan. So this study will investigate that how the global media (Cable network) is imposing the western cultural trends on the youth of Layyah city (Punjab, Pakistan) with special focus on the on changing attitude, behavior, way of thinking, belief system, and other cultural values.

SIGNIFICANCE OF STUDY

Cultural globalisation is the result of modern invention in the field of communications. Cable television and satellite television has replaced all the communication boundaries and has created new society which is called information society. Global entertainment media has huge access in the world and global media is creating new perceptions in the mind of viewers and it is affecting their social life. As globalisation is the interconnectivity among the different societies of globe and this connectivity due to global media is also influencing the language and culture of different societies. The global trade system is also impacting on our traditional norms and way of thinking for long time period. McLuhan idea of global village has totally changed the entire world.

In the current research effort it will be investigated that how the local and national media groups are influenced due to cable and satellite televisions and how the local media is following the contents of global media. It is reality, when the local media will play the contents of global media then viewers will also adopt the global trends. In each society the culture is stated its representative because culture give the identity to the societies. Youth is also the cultural representative of any society and it is mostly influenced by new cultural trends so, that youth of Layyah city is selected for this case study.

OBJECTIVES

- To explore the key characteristics of media globalisation
- To dig out the youth viewing pattern of cable network
- To indicate the impacts of cable network on youth.

LITERATURE REVIEW

Cultural domination and threat to cultural identity were firstly highlighted by MacBride Commission during 1980. According to Barret (1997) stated that global media is promoting the new cultural trends and it is creating homogeneity of culture in the world which replacing the local cultural identity of different nations. As Ogan (1988) explained that the media of third world countries is widely influenced due global media and third world media is also following the contents of global media. The world is injecting western values by presenting the contents of western media. Thussu (2000) stated that global media is supported by the western advertisers and these are promoting their products by using the global media and global media is also protecting the interests of global advertisers.

Tomlinson (1991) argued that due to global media the west is creating its dominancy over under developing nations. This global is also introducing the new western cultural trends among the viewers of third world countries. Hamelink (1983) stated that west has dominant media groups and it is universal truth that a culture is promoted when the media of one country is influenced by the media of independent country. So the media of third world countries is under the influence of developed nation and they are promoting their own cultural values. According to different critical school of thoughts, cable network and satellite television is the major player to promote the western cultural ideology among the youth. Now youth is the target of mass media and is trying hard to capture the mind of youth. Najia (2003) stated that cable television is promoting the foreign cultural trends among the youth and foreign cultural trends are most popular among the young generation of Pakistan. Quraat (1998) indicated that PTV dramas which are considered the family dramas are also following foreign media contents and are also promoting the foreign cultural trends. Afira (2000) indicated that satellite television channels are introducing new cultural trends and social interaction among the youth is also decreasing because they prefer

to spend their extra time on watch TV instead of to interact with their family members and with the others members of society.

HYPOTHESES

- The greater the exposure to the satellite/cable TV Entertainment programmes, the greater the effects of foreign culture on our youth & cultural identity.
- The greater the exposure to foreign channels, the greater the effects on modern orientation of youth.

RESEARCH METHODOLOGY

Qualitative content analysis method is used to investigate that how the global media is influencing the cultural products by the entertainment programmes. To analysis the influence of global media on local media, comparative research between Pakistani channels and foreign channel with particular focus on Indian entertainment channels was conducted. To dig out the media to media effects, it was investigated that how the entertainment channels are influencing the youth in term of culture. In this way different categories were selected.

SELECTED PROGRAMS

For this study different TV programmes are categorized into Film, Drama, Music, Fashion and Film Award Show.

FINDINGS OF CONTENT ANALYSIS

The content analysis findings in term of films, dramas and music indicated that Pakistani media is highly influenced by foreign media because to compete the foreign media, Pakistani media is following the contents of foreign media. Such as television dramas and music shows of Pakistani television channels totally depict Indian culture. Pakistani media is playing the foreign dramas and films without any restrictions and this freedom is imposing negative impact on Pakistani youth and also on Pakistani Islamic culture. Pakistani dramas are projecting the Indian culture and this projection is great danger to national culture of Pakistan. Our Pakistani media industry is promoting new fashion trends of foreign countries. Pakistani entertainment channels are making and playing the music and dance culture of Indian society. Pakistani media groups are promoting the foreign customs and traditions which are replacing our national and local traditions and cultural identities.

SURVEY RESEARCH

Survey research technique is also used to document the responses of respondents. The population present study consists of educated community of 18-24 years age group from Layyah city which has access to cable television. Stratified random sampling method was use to select the target respondents. During survey research a sample of two hundred people (50% males and 50% females) was chosen.

FINDINGS OF SURVEY RESEARCH

Findings indicated that the target people are the regular viewer of cable television. As cultivation analysis which is based on perception by exposure to TV contents. This study indicated that target viewers are the medium viewers (table.1).

Table No.1

Total Respondents	Up to 1 Hour	2-3 hours	4 -5 hours	More than 5 hours
Male(100)	30	46	8	16
Female(100)	34	48	7	11
200	64	94	15	27
Percentage%	32	47	7.5	13.5

Findings further indicated that respondents are exposed to cable television for entertainment and to kill the time. 20% respondents express their views that they watch the cable television to gain the knowledge about different social and political issues (table, 2).

Table No.2

Total Respondents	Entertainment	Information	Knowledge	Pass Time
Male(100)	53	16	9	22
Female(100)	48	8	7	37
200	101	24	16	59
Percentage%	50.5	12	8	29.5

The results of the study further indicated dramas of Indian channels such as star plus are most popular among the pakistani female viewers. In star plus dramas the language which is use is same to the pakistani national language Urdu and it is another plus point for the likelihood of star plus dramas among pakistani viewers. As star plus dramas has huge viewers ship and these are promoting Indian fashion industry among pakistani viewers. Most of the respondents showed their interest in viewing the English TV channels because their basic objective is to improve their English speaking and to get awareness about foreign culture. 49 % of the overall respondents documented that they like to watch the cable television alone, 27 % indicated that they prefer to watch the cable television with their friends and 5% stated that they watch cable TV with their family members. It is further observed that a huge majority of the entire respondents like music, movies and dramas. While majority of male viewers are interested in news, sports and others infotainment channels (table.3).

Table No. 3

Total Respondents	Films	Dramas	Music	News	Sports	Any Other
Male(100)	25	16	30	10	12	7
Female(100)	24	26	38	4	4	4
200	49	42	68	14	16	11
Percentage%	24.5%	21	34	7	8	5.5

Findings further documented their views that majority of the target respondents are gain the information about new cultural trends presented in entertainment channels. They further stated that also practice these new cultural trends in their daily life to show up to datedness (table.4).

Table No.4

Total Respondents	To look modern	To attract others	Social Pressure	Any Other reason
Male(100)	29	37	20	14
Female(100)	33	16	20	31
200	62	53	40	45
Percentage%	31	26.5	20	22.5

According to the documented views of 60 % viewers in the survey, they stated that our females prefer to western dressing style and they also practice these western type dresses during the celebration of different festivals (Table.5).

Table No.5

Total Respondents	Yes	To Some Extent	No
Male(100)	71	24	4
Female(100)	47	22	31
200	118	46	36
Percentage %	60	23	17

Most of the respondents stated that they are ready and agree to follow the modernization projected by cable television and they never feel that our culture replacing due to the adoption of foreign culture. 77% respondents indicated that Pakistani entertainment channels are equal partner to promote the foreign cultural trends in pakistani society (table 6).

Table No.6

Total Respondents	Agree	Disagree	To Some extent
Male(100)	80	8	12
Female(100)	73	13	14
200	152	20	21
Percentage %	77	10	13

The results show that western TV channels are promoting obsession among youth. It is analyzed that 61 % of overall respondents expressed their views that they mentally puzzled due to English obsession and it is also creating different social evils among youngsters (table.7).

Table No.7

Total Respondents	Strongly Agree	Agree	To Some Extent	Disagree	Strongly Disagreed
Male(100)	29	36	23	12	0
Female(100)	17	36	19	28	0
200	46	72	42	40	0
Percentage%	23	36	21	20	0

Most of the viewers documented their views that modern way of living projected in the foreign television channel is creating problems in their life and it is promoting the materialistic approach among the viewers. Research further shows that reading culture in the youth is decreasing among the youth with the passage of time. It is all due to extreme exposure to foreign TV channels. It is further documented that cable television is promoting anti Islamic ideology in the mind of viewers and it is also threat to our Islamic belief system. Majority of the respondents stated that cable television is promoting fast food culture and now the people prefer to western food instead of their traditional food. Viewers also stated that western food culture is also creating different heath problems (table.8).

Table No.8

Total Respondents	Yes	To Some Extent	No
Male(100)	47	26	27
Female(100)	20	23	57
200	67	49	84
Percentage %	33.5	24.5	42

Survey study indicated that foreign television channels are promoting anti Islamic festivals such as valentine day. According to findings a difference is creating between modern and traditional nations (table.9).

Table No.9

Total Respondents	Yes	To Some extent	No
Male(100)	52	16	32
Female(100)	38	33	29
200	91	48	61
Percentage %	46	23.5	30.5

Most of the respondents indicated that media is violating our traditional and National culture by projecting the new cultural trends. 71 % of the overall respondents documented their views they are different from their insisters because they were brave and have rational mind to adopt the innovations. We have no rational mind and we blindly adopt all those trends which are presented on the media, never think about their negative impacts.

DISCUSSION

Globalisation is a process of unification of worldwide relations in which the whole world looks like a village. It has affected the each aspect of human life, globalisation in the field of information and communication has created new cultural trends among the different communities of the world. As globalisation is the product of invention of modern technologies of communication and information and it has created new cultural phenomenon which are adopted by the different nations of the globe. The adoption of new cultural trends by the under developing nations has created different problems to protect their cultural identity.

Global media is the result of wide spread of cable and television network in the world. Global media is under the control of west and by using global media west is promoting is cultural ideology at the name of free flow of information. Globalisation of media has created the homogeneity of culture among the different societies of entire globe. So researcher has investigated the impact of global media with particular focus on Indian on the Pakistani youth by using triangulation research paradigm. Content analysis method was used to investigate the impact of foreign media on Pakistani local media by comparing foreign entertainment channels and Pakistani entertainment channels. This comparison has indicated that entertainment channels of Pakistan are following the contents of foreign media and this situation is providing opportunities to the Pakistani viewers to adopt the foreign cultural trends.

Global media has direct impact on the Pakistani media. This impact deals with distinct classification of programmes. Cable network in our homeland country is projection the foreign culture especially the anti Islamic cultural trends of India. Pakistani entertainment channels are playing the Indian dramas and also following the Indian dramas to produce their own dramas and they represent all those trends which are presented in the star plus dramas. Entertainment media of Pakistan is also following the Indian music shows in which elite class fashion is presented and that presented fashion is blindly followed by the young generation of Pakistan.

As researcher conducted the survey research to document the responses of viewers and it was conducted with the youth of Layyah city to measure the cultural changes among the youth and in the Pakistani society. Investigating the viewing parameters of youth it was indicated that 33 % respondents are light viewers and 48% are medium viewers of cable network while remaining respondents fall in the class of heavy viewers. Most of the responded documented that they prefer to entertainment which they enjoy by cable network. Females are in the favor of star plus dramas and the male casted their vote in the favor of films and news.

Findings show that respondents adopt the new cultural trends by exposure to cable television as 32 % stated that they practice these cultural trends to show up to dated while 27% said that they adopt it to impress the others. It is the point of view of 77 % respondents western dressing tendency among females is increasing due to exposure to star plus dramas and jeans culture is promoting among the girls.

The traditional way of life of Pakistani viewers is hugely influenced due to global media contents. Cable network has become opinion leader for the youth to adopt the new cultural trends. Due to Indian media our national and local languages are badly affected and new world of Hindi and English are injected in our language. Modern way of life has become the all in all desire of viewers and fast food culture is being promoted among the youth .Cable network is forcing the youth to celebrate the anti Islamic festivals which are creating different economic and social problems in the society. The overall debate on the impact of global media on Pakistani culture indicates that all these problems are created due to freedom of media. Pakistani media should provide the healthy entertainment to the viewers by projecting the Islamic culture of our mother land Pakistan at global and national level. The study indicated that entertainment channels are manipulating the mind of youth by projecting anti Islamic ideology, customs and cultural values of west.

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